



E-Business Essentials: A Practical Approach

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Learning Objectives

- 1 What is e-business?
- 2 E-business options
- 3 Examples
- 4 "Good" practices
- 5 Building a web site
- 6 Promoting your site
- 7 Useful resources

E-Business... What is it?

- “Use of technology to **facilitate** the buying, selling, or exchanging of products & services over the Internet.”*
- Last generation to question the need, relevance, and importance of e-business
- Beyond online shopping

* Source: PriceWaterhouseCoopers' *E-Business Technology Forecast*, 1999, p1.

Why E-Business?

- Enhance productivity
- Lower costs
- Extend reach
- Automate business processes
- Improve customer service
- Increase revenues
- Respond to new customer & competitive demands

E-Business Options

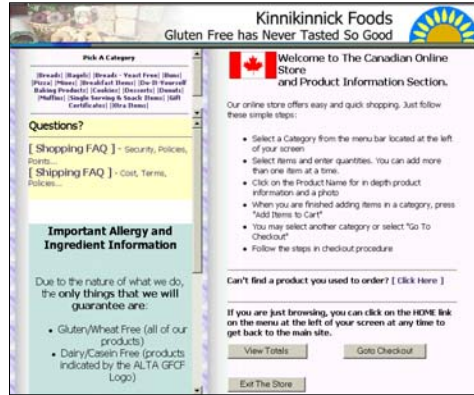
1. E-mail
2. Research online
3. Do your banking online
4. Purchase online (e-procurement)
5. Build a basic web site
6. Market your company online (e-marketing)
7. Transact online (B2C, B2B, auctions)
8. Manage your customer relationships (CRM)
9. Manage your supply chain (SCM)

E-Fact

- Among Canadian companies:
 - 32% purchase products online
 - 76% use the Internet
 - 31% have a web site
 - 15% have an intranet

Source: The Daily, *Electronic Commerce and Technology 2002*, Statistics Canada, April 2, 2003.

Kinnikinnick Foods (www.kinnikinnick.ca)



Flagworks.com



Agri-Trend Agrolgy (www.agritrend.com)

Wills Registry (www.wherismywill.com)

Assiniboia Livestock Auction (www.assiniboiaauction.com)

Itracks.com

inroad solutions (www.inroad.net)



City of Airdrie (<https://www2.airdrie.com/indexup.htm>)



Artizans.com

The screenshot shows the Artizans.com website interface. At the top, there is a navigation bar with 'ARTIZANS' and links for 'DOWNLOAD ZONE', 'SEARCH', 'STORE', 'MY ACCOUNT', and 'DIAL AN ARTIST'. Below this is a search bar with 'monopoly' entered. To the left of the search results is a sidebar with 'QUICK SEARCH' and 'ADVANCED SEARCH' options, including filters for 'Browse Images', 'Browse Subjects', 'Browse Artists', and 'Browse Dates'. The main content area displays 'SEARCH RESULTS: monopoly' with six search results, each featuring a thumbnail image and a brief description of the artwork.

CleanPix.com

The screenshot shows the CleanPix.com website homepage. The header includes the CleanPix logo and the tagline 'Your digital file courier. Right file. Right format. Right now.' with navigation links for 'SIGN IN', 'SEARCH', 'DEMO', 'INFO', 'OFFER', and 'HELP'. The main content area features a large image of a person covering their eyes with their hands, overlaid with the text 'TOO MANY FILES', 'TOO MANY FORMATS', 'TOO MANY DEADLINES', and 'TAKE CONTROL'. Below this is a section titled 'See how CleanPix can help you.' which includes a small profile picture and a description of the service's benefits, such as converting various file formats and ensuring availability. There are buttons for 'VIEW DEMO' and 'SEE OFFER'.

SEND A FILE | ABOUT US | CONTACT US | NEWS | HOME

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Print to Need: from one book to bestseller

Publisher | Author | Corporate

Get a Quote
Send us a File
Marketing Tools
How To's
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self publishing is about CONTROL
self publishing is about COST
it's all about you...

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ebay Stores

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Search for Stores

Right Product, Right Price, Right Now!

The place to find unique items you can buy right away.
All from your favorite eBay sellers.

Check out these Stores

Glacier Bay DVD
Marsh-Net
KNetgolf Half Price Golf Balls
A City Discount
Featured Stores
Shinninn Sunnies CHEAP

Spotlight's On...
Earn Anything Points!
Stores' Affiliates Program
Make Money! Join Today!

Stores help for Buyers | Sellers
Open your Store Now
Seller, manage store

Antiques
Art
Books
Business & Industrial
Cameras & Photo
Clothing, Shoes & Accessories
Coins
Collectibles
Computers & Networking
Consumer Electronics
Crafts


WestJet Members
Sign In / Sign Up

Forgot your Password?

Agent Link
travel agent sign-in




Now - earn
AIR MILES® reward miles
at westjet.com



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FLIGHT SCHEDULES
CAR & HOTEL
GROUPS
FARE DEALS
TRAVEL TIPS
GREAT JOBS
ABOUT US
CONTACT US

welcome aboard

WestJet Wednesdays.
Go ahead, be spontaneous.
Book a WestJet Wednesday deal today.



find out more

flights & fares
save \$6 booking a return flight online

Round Trip
 One Way
 Open Jaw Trip [What's this?](#)

where are you going?

From:

To:

Departing: Mar 2004

Returning: Mar 2004


Guests: Guest Group of 10 or more? [click here](#)


Infants [see to 23 months](#)

Flight Tracker



WestJet named Canada's second most respected corporation.





Edmonton
Chamber of Commerce

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E-PROCUREMENT SYSTEM

Search |
[help](#) | [contact us](#) | [legal](#)
LOGOUT

Hello, Guest User. Welcome to Edmonton Chamber of Commerce Procurement System.

REQUEST FOR QUOTE ▼ **Getting Started**

CONFIGURATION ▼

PERSONAL OPTIONS ▼

Welcome to ChamberBuy.com - the Edmonton Chamber's newest tool for business.

E-procurement is a truly unique on-line purchasing system that enables registered users to instantly solicit and select competitive quotes for virtually any product or service.

It's as easy as "three bids and a buy!"

Regardless of the size of your company, this purchasing tool will improve your bottom line with demonstrated savings from 15 to 40% ... and it's FREE! There are no set-up fees and no transactions fees for buyers.

Give it a try. There are no obligations with registration and your privacy is protected. Simply sign-on and start saving today.

Quick Links

Example Pending RFQ	1
Example MTD	1
Public RFQs	0

TECHVIBES.com
UNITING THE TECHNOLOGY COMMUNITY

FOR MORE INFORMATION
CLICK HERE OR CALL 604.291.5255

SFU BUSINESS
SIMON FRASER UNIVERSITY

HOME MEMBERS EVENTS FORUM JOBS COMPANIES PRODUCTS

LOGIN | SEARCH JOBS | POST JOBS | EDIT JOBS | Help?

TECHVIBES SPONSORS

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EDMONTON JOBS SEARCH [Post A Job](#)

Pharmaceutical Jobs [\\$300/Hr in Canada?](#)
Everyone gets an interview 21 Side-by-side Comparisons of Fun Jobs Paying Up To \$300/Hour.
[Ads by Google](#)

Key Words Company Name

Recruiters Show Posted

City All / Other

List Jobs By Date By Company By Title [Submit Search](#)

Want more exposure for your job? [Click Here.](#)

Title	Company	Date
Network and Systems Admin	Regency Auto	3/17/2004

“Good” Practices

1. Develop clear plan and set of objectives
2. Understand your market & customer needs
3. Outsource to a professional
4. Market offline & online
5. Talk to your users
6. Make the investment
7. Analyze the costs / benefits (ROI)
8. Make your approach unique / creative
9. Assign areas of responsibility

“Good” Practices

10. Update your content regularly
11. Develop a privacy policy
12. Build credibility online
13. Make your site easy to use
14. Create sticky content
15. Respond to e-mails quickly
16. Measure your results
17. Plan your *next steps*

**1. Planning. Research.
ROI. Focus.**



- Connect live to an Information Officer
- Start-up
- Business Guides
- Business Toolbox
- Government Services
- Trade and Export
- E-Business
- Library
- Key Links
- Newsletter

Government of Saskatchewan

Canada

- Transacts
- Contact Us
- Help
- Search
- Canada Site
- Home
- Events
- About Us
- Site Map
- Saskatchewan
- Regional Partners
- Aboriginal Business
- National CISC

- E-Business Guides**
An introduction to major E-business portals and detailed guides to E-business topics.
- E-Business Library**
Search our on-site library for materials to assist you with your venture into the E-Business world.
- E-Business Toolbox**
Your web gateway to "hands-on" E-Business information and interactive tools.
- Government Initiatives**
Information on government programs specifically targeted toward E-Businesses.

Success Stories
Click here to view

Your First Stop for Business Information



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eBC eBusiness Tutorial - Microsoft Internet Explorer

eBusiness Tutorial

Welcome

- Home
- Internet Basics
- E-Business Basics
- Using E-Business
- Success Stories
- eBC Services

Register for eBC's e-newsletter

- FAQs
- Glossary
- Contact Us

Welcome to eBC's e-Business Tutorial

Technology has undoubtedly transformed the way today's businesses operate. Large or small, almost all businesses depend on technology to work and grow. One facet of technology particularly impacting the business world is the Internet.

Businesses embracing Internet technology, or e-business, have been able to leverage the power of this technology to their benefit. However, not all businesses will adopt or use e-business in the same way, and it is the unique needs of Small and Medium-sized Enterprises (SMEs) that are addressed in this tutorial.

This tutorial, presented by eBusiness Connection (eBC) - an organization devoted to helping BC's SMEs - provides a basic understanding of Internet technology and its impact on small and medium-sized businesses. It also explains how SMEs can use technology to increase their competitive advantage, and how the resources at eBC can help business owners successfully adopt e-business.

ABOUT Minister Stephen Owen

Approximate running time: two minutes

ABOUT Dave Chalk

The following video, featuring Stephen Owen, the Secretary of State responsible for Western Economic Diversification, and Indian Affairs and Northern Development, and Dave Chalk, internationally renowned technology expert and lifelong entrepreneur, provides insight on e-business for BC's SMEs.

To watch the video, click PLAY. To start the tutorial without watching the video, click Internet Basics from the menu on the left.



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Industry Canada / Industrie Canada

Canada Site

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strategis.gc.ca

Home

The Digital Economy in Canada

Welcome to the Electronic Commerce Branch of Industry Canada

Canada is a world leader in the adoption, use and development of e-business. The **Electronic Commerce Branch** of Industry Canada aims to build on this foundation to support and facilitate continued growth of e-business in the Canadian economy.

We do this in the following ways:

- **Building trust** in the Digital Economy
- **Clarifying marketplace rules**, both **domestically** and **internationally**
- **Removing barriers** for the use of e-commerce, in conjunction with the **private sector**
- **Benchmarking** both firm-level and national performance in the digital economy.

Features

- Privacy Information for Health Care Providers - Questions and Answers
- FTC and International Agencies Announce "Operation Secure Your Search"
- Personal Information Protection and Electronic Documents Act (PIPEDA) came into full effect on January 1, 2004

Events

- National Conference June 23-25, 2004 From E-Commerce to the E-Economy: Strategies for the Digital World

Pan-Western Conference for Industry Associations March 16, 2004

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strategis.gc.ca

ebiz.enable

ebiz.enable

About | Search
Feedback | Map

Where To Start
New to e-business? New to this site?
What e-Business Can Do
From online research to marketing, from strategy to human resources ... and more.

What Others are Doing
Benefit from the experience of others.

Assessing Your Business
Try out one of the e-business diagnostic tools.

Implementing e-Business
So, how do you do it? Topics such as technology, security, suppliers

Where To Learn More
Educational programs, statistics, selected industry info ...

Featured Topics

- Return on Investment (ROI)

Popular Sections

- E-Business News
- Competitive Intelligence
- e-Business Toolkit
- Service Providers
- e-Business Trade Roadmap
- Resources for Different Industries

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THE BUSINESSLINK Business Service Centre



Industry Canada / Industrie Canada

Canada

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Online E-Security and Privacy Guide

What is e-business?

E-business leads us to new opportunities and new rewards. But it also adds new legislative regulatory environments, new systems, new security and control issues and new privacy rules. Like anything else, if these are not managed well the potential opportunity and reward can turn into a new risk for your business.

Small to medium sized enterprises (SMEs) face the same issues as larger enterprises as they progress through the various stages of adopting computer technology and the Internet for business purposes. However, many SMEs mistakenly believe that, unlike larger businesses, their relative size protects them against risk or they're unaware of potential risks. This is particularly true of e-security and privacy.



It all starts with figuring out your stage of e-business use:



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OPERATION: Security

Network Security Related Links and Tools

Links: Conferences, Denial of Service, Dictionaries, Encryption, Famous Hacks, Footprinting, Gateway Services, General Security Sites, Government, Hardening, Information Warfare, IRC, Legal Resources, Mailing Lists and Newsletters, News and Editorials, Security Groups, Standards Bodies, Vendor Contacts, Virus, Vulnerabilities and Exploits, Web and Application Security

Tools: Countermeasures, Denial of Service, Enumeration, Footprinting, Gaining Access, General Security Tool Sites, Hardware, Pillaging, Port Redirections, Privilege Escalation and Back Doors, Rootkits and Cover Tracks, Scanning, War Dialing.

Operation Security: Resource Database

- [Links](#)
- [Tools](#)

- Wired
- Making helpdesk secure
- ITWeb
- Malicious Software Report - W32/Bagel.U Also known as W32/Beagle.gm
- UNIRAS
- Danware Mini Remote Control Sends a File Encryption Key as Clear Text
- Security Tracker
- Another day, another security update (updated)
- Insanely Great Mac

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ClickZ Network
Solutions for Marketers

SEARCH FOR **FIND IT!** ClickZ is a **Superweb Network**

ClickZ Navigation

- ClickZ Network Home
- News
- Experts >

Stats Home

- Big Picture
- Applications
- Demographics
- Geographics
- Hardware
- Stats Toolbox
- Traffic Patterns

Markets

- Advertising
- B2B
- Broadband
- Education
- Finance
- Healthcare
- Professional
- Retailing
- Small Biz
- Travel
- Wireless

About Stats

- Features >
- Search Engine Watch

ClickZ Stats Formerly CyberAtlas
Trends & Statistics: The Web's Richest Source

Get behind the wheel of the industry's most award-winning web analytics solution, WebTrends Reporting Center. Revolutionize your web results. Take a Test Drive for a fully functioning online demo.

Applications

IM Spam Expected to Triple
[March 26, 2004] As if spam wasn't annoying enough, unwanted messages are popping up an instant messaging screens too.

Small Biz

Net Drives Profits to Small Biz
[March 25, 2004] The Internet has not only become a powerful business tool for small companies, a portion relies on the medium for survival.

Traffic Patterns

March Madness Sites Score Traffic
[March 24, 2004] The annual NCAA Tournament has led Internet surfers online to fantasy, basketball, and college sites.

Geographics

Active Internet Users by Country, February 2004
[March 24, 2004] The at-home global active Internet universe for a number of selected countries grew by more than 2.8 million users from January 2004 to February.

internet.com

Webopedia™

The only online dictionary and search engine you need for computer and internet technology definitions.

NEW! Small Business Computing Essentials (updated)

SEARCH:

Enter a word for a definition.

or choose a computer category.

Recently Added:

- SoC
- invisible Web
- deep Web
- CNAME
- desknote
- broadcast flag
- IPv
- key escrow
- indemnity
- EPO

Term of the Day
MCU
Term of the Day Newsletter

Top 15 Terms:

- network
- file
- subnet
- RAID
- IP address
- VPN
- SMTP
- SSL
- DMZ
- UDP
- ODBC
- msbware
- CMOS
- SCSI
- USB

Webopedia Jobs
Look no further for hot IT jobs in your area. Search from over 100,000 listings.

Webopedia Jobs (Webopedia)
Give Us Your Feedback

Did You Know...?

2. Explore legal and security issues.

Privacy Policy Français To Reach Us Site Contents Search Home

Privacy Commissioner of Canada

Your Privacy Responsibilities

Guide for Businesses and Organizations to Canada's Personal Information Protection and Electronic Documents Act

About This Guide

This guide helps businesses understand and meet their new obligations under Part 1 of the *Personal Information Protection and Electronic Documents Act*.

The Act sets out ground rules for the management of personal information in the private sector.

It balances an individual's right to the privacy of personal information with the need of organizations to collect, use or disclose personal information for legitimate business purposes.

The Act establishes the Privacy Commissioner of Canada as the ombudsman for complaints under the new law. The Commissioner seeks whenever possible to solve problems through voluntary compliance, rather than heavy-handed enforcement. The Commissioner investigates complaints, conducts audits, promotes awareness of, and undertakes research about privacy matters. The Commissioner is also the ombudsman for complaints under the *Privacy Act*, which covers the federal public sector.

- About Us
- Commissioner's Findings
- Media Centre
 - News Releases
 - Key Issues
 - Miscellaneous
- Resource Centre
 - Individuals
 - Business
 - News Kit
 - Publications
 - Annual Reports
 - Provincial/Territorial Links
 - Health Links
 - Privacy Links
 - Speeches
 - Privacy Legislation
 - Privacy Impact Assessments
 - Fact Sheets
 - FAQs
 - Privacy Quiz
 - To Reach Us

3. Brand strategy.

Strategic Brand Plan

- Background
- SWOT
- Key partners
- Image attributes
- Brand personality
- Key audiences (markets, demographics, geographics, customer needs)
- Marketing (objectives, tactics, strategy, positioning)
- Communications (objectives, tone)

4. Reserve domain name. Trade-mark lookup.

The screenshot shows the CIRA website interface. At the top, there are navigation links: LEGAL NOTICE, HOME, FAQ, FRANCHISE, CONTACT US, SITE MAP, ARCHIVES. Below this is a search bar with the text "type domain" and ".ca" as a dropdown menu. A secondary navigation bar includes: WHAT'S NEW, REGISTER A NEW DOT-CA DOMAIN NAME, REGISTERED DOT-CA DOMAIN NAMES, BECOME A CERTIFIED REGISTRAR, OFFICIAL DOCUMENTS, ABOUT CIRA.

WHAT'S NEW @ CIRA

- 2004/03/23 CIRA Board of Directors Meeting:** The Minutes for the February 25, 2004 meeting are now available.
- 2004/03/10 Dot-ca Board Election Call for Nominations:** Do you want to be part of the future of the Internet in Canada?
- 2004/02/26 CIRA Board Appoints Directors for One-Year Term:** Three individuals to represent, Internet users, Registrars, and commercial Internet interests.
- 2004/02/19 Operations Update:** Effective March 23, 2004.
- 2004/02/10 CIRA Board of Directors**

Dot-ca domain names?
CIRA Certified Registrar. Find a CIRA Certified Registrar. (SLICK TO VERIFY)

Board Elections
VOTE June 17-23 2004

DOT-CA GROWTH STRONG
408,250 Domain Names Registered as of 2004-03-26

On January 1, 2004 Canada's privacy legislation for the private sector came into effect. CIRA has updated its privacy policy to ensure it complies with the new law. [more]

REGISTER A NEW DOT-CA DOMAIN NAME
Dot-ca domain names must be registered through a certified registrar. Follow the steps outlined here.



Canadian Intellectual Property Office / Office de la propriété intellectuelle du Canada

Canada

Fransais Contact Us Help Search Canada Site
Strategies Site Map What's New About Us Registration

strategis.gc.ca
C.I.P.O. / O.P.I.C.

Strategies Index: A B C D E E F G H I J K L M N O P Q R S T U V W X Y Z
Canadian Intellectual Property Office

Canadian Trade-marks Database

[Important Notices](#)

The database was last updated on: **2004-03-23**

Enter word/numbers in the text box and select field from the drop down menu. There are five searches you can enter criteria for. Click here for [Help on Search](#), [Help on Fields](#), or [Help on Operators](#)

Search 1
Enter search text:
Select search field:

Search 2
Select an operator:
Enter search text:
Select search field:

Search 3
Select an operator:

[CPO Home](#)
[Patents Database](#)
[Commissioner's Decision Database](#)
[Trade-marks Main Page](#)
[TRADE-MARKS DATABASE](#)
[Help](#)
[Disclaimer](#)
[Copyrights Database](#)



5. Potential partners.



Government of Canada / Gouvernement du Canada

[Français](#) | [Search](#) | [Contact Us](#) | [Help / FAQ](#) | [Canada Site](#)
[Home](#) | [About Us](#) | [Sponsors](#) | [Feedback](#) | [Site Map](#)

Student Connections



Internet & e-commerce training in action!
Smart solutions for your business

Offered by qualified and certified Advisors

- [E-Commerce First Step](#)
- [Group Presentations](#)
- [Internet Training for Business](#)
- [Internet Training for Seniors](#)
- [Sign-Up for Training](#)
- [Business Resources &](#)
- [Free On-Line Learning](#)
- [Youth Employment Opportunities](#)
- [Success Stories](#)
- [Program Brochure](#)

E-Commerce First Step

E-Business Blueprint
Internet Security
Web Site Planning
Web Site Evaluation

On-Line Promotion
Selling on the Internet
Distributing E-Newsletters

Group Presentations

E-Business
Safe Surfing

Web Marketing
Business Web Sites

Internet Training for Business

Computer Basics
Introduction to the Internet
Electronic Mail

Internet Applications
Business Tools on the Internet
On-Line Transactions

Internet Training for Seniors

Basic Computer Skills

Communicating On-Line

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6. Web audit.



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Back by popular demand, **more HTML sites** enjoy take.

SLICK new **ready-to-use templates** now available

Learn to profit in the **Web Design Business** - the smart way



1WS Hosting
 Server Colocation
 \$59 per month
 Dedicated Servers
 \$79 per month
 Reseller Packages
 \$129 per month

design inspiration gallery

most popular

- | | | |
|---------------------------|-----------------------------|----------------|
| Flash | UltraSite | Looks (new) |
| Non-Flash | Very Clean | Services |
| Top 20 Most Highly Ranked | Top 20 Most Voted For Sites | ALL Categories |

CoolHomepages Design Academy

site of the week

www.hbarsake.com
 Super slick futuristic design. Great portfolio Flash work. Navigating around this site is like playing with your boom box.

browse all categories

- | | | |
|---------------|-----------------|----------------|
| Animation | Flash Generator | Personal |
| Audio/Stream | Em | Portfolio only |
| Banner Ads | Euristic | Products |
| Color Schemes | Games | Retro |
| Corporate | Icons & Buttons | Business |
| CSS & XHTML | Info | Sports |

Enter Web Template Store >>

Purchase ready to use web site templates in our mega template store - each comes with all you need to edit and make your own site - all priced around \$45!

Price: \$43 Buy It | Price: \$52 Buy It

design gallery

Apple Computers
 4.5 stars
 rate it post
 Cool Bookmark It

Adobe
 4.5 stars
 rate it post
 Cool Bookmark It

IBM
 4.5 stars
 rate it post
 Cool Bookmark It

Temanga
 4.5 stars
 rate it post
 Cool Bookmark It

Toyota
 4.5 stars
 rate it post
 Cool Bookmark It

Kankoo
 4.5 stars
 rate it post
 Cool Bookmark It

Next Effects 1 Design
 4.5 stars
 rate it post
 Cool Bookmark It

Federal Express
 4.5 stars
 rate it post
 Cool Bookmark It

Canada
Western Economic Diversification Canada / Diversification de l'économie de l'Ouest Canada

Français	Contact Us	Help	Search	Canada Site
Home	About Us	Innovation	Entrepreneurship	Sustainable Communities
Media Centre	Publications			

Home : E-Business

WD Website Report Card

Welcome to the Website Report Card! This checklist is designed to help you ensure that all style, content and functionality issues have been considered in the development and operation of your Website. As Websites differ in design, content and intent, some of these questions may be more (or less) important to the effective operation of your Website - it is up to you to decide what's most important. All items, however, should be considered as you develop, maintain and modify your site over time.

As your business grows and changes, so will the design of your Website. We encourage you to revisit WD's Website Report Card from time to time to ensure your site continues to meet your business needs most effectively.

Please note that the WD Website Report Card is designed to help you develop and improve your Website from a business perspective. WD cannot comment, nor are we responsible for the viability or success of your Website and/or business.

[Appearance](#) | [Policies](#) | [Security & Privacy](#) | [Site Content](#)
[Corporate Identity](#) | [Marketing](#) | [Sales](#) | [Functionality/Ease of Use](#)

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Canada
Alberta
GOVERNMENT OF ALBERTA

THE BUSINESSLINK
Business Service Centre

7. Build site map.

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THE BUSINESSLINK
Business Service Centre

8. Usability testing (prototype).

[uselt.com](#) → Alertbox

Alertbox: Current Issues in Web Usability

Bi-weekly column by Dr. [Jakob Nielsen](#), principal, [Nielsen Norman Group](#)

Current Column

- [Why Consumer Products Have Inferior User Experience](#) (March 15, 2004)

Email Newsletter

Get a short newsletter by email when a new Alertbox goes online:

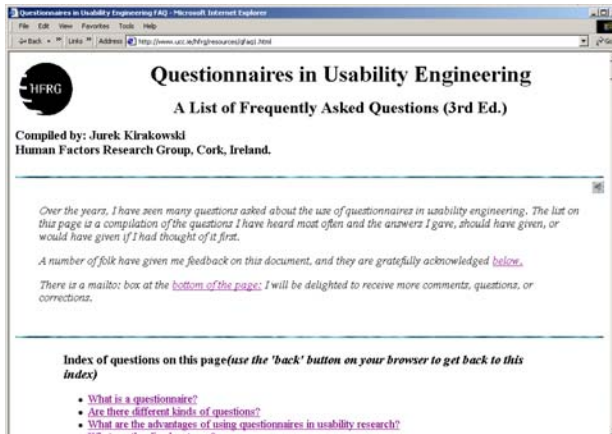
Your email address:

Privacy policy: Email addresses are never sold or given out to anybody.
This is an announcements-only list with very low volume: one short message every two weeks.
Unsubscribe instructions are listed at the bottom of every email.

Previous Columns

Highlighted text indicates the most popular columns according to the log file statistics.

- [Risks of Quantitative Studies](#) (March 1, 2004)
- [Targeted Email Newsletters Show Continued Strength \(February 17, 2004\)](#)
- [Keep Online Surveys Short](#) (February 2, 2004)
- [How Big is the Difference Between Websites?](#) (January 19, 2004)
- [Cleaning Up Information Pollution](#) (January 5, 2004)



8. Content and images.

digitalvision new to this site? Register Here Need help? We'll call you

search | images | illustration | motion | music basket: 0 project folder: 0 your account help

image: 792099

[return to search results](#)



[show download/compare image instructions](#)

choose a resolution: [file info](#)

low res:	11X13cm	72 dpi	\$149	<input type="radio"/>
med res:	12X18cm	300 dpi	\$299	<input type="radio"/>
high res:	21X27cm	300 dpi	\$399	<input type="radio"/>
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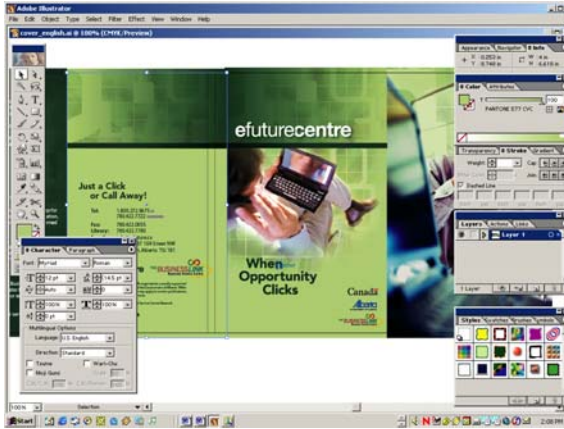
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9. Consistency with print pieces.

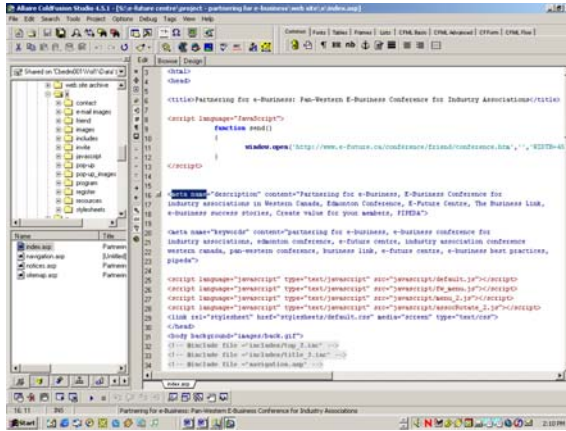
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10. Slicing up graphics.

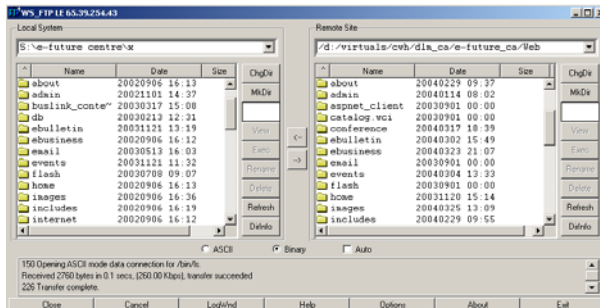


10. Programming.

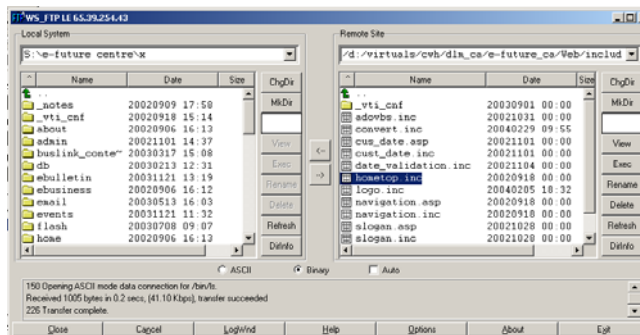


11. Upload to server. Testing.

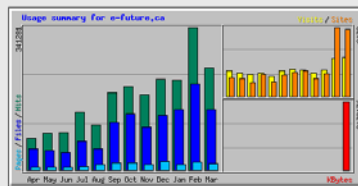
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12. Usability. Measuring results.



Summary by Month

Month	Daily Avg					Monthly Totals				
	Hits	Files	Pages	Visits	Sites	K-Bytes	Visits	Pages	Files	Hits
Mar 2004	9427	5603	646	175	7897	2079176	4554	16800	145690	245109
Feb 2004	11768	7120	673	154	8079	0	4489	19530	206498	341281
Jan 2004	6994	4694	484	99	2652	0	3092	15032	145514	216826
Dec 2003	7024	4258	678	87	2075	0	2721	21020	132026	217756
Nov 2003	6042	3468	473	103	2984	0	3105	14219	104062	181260
Oct 2003	6494	4364	573	101	2804	0	3151	17780	135288	201340
Sep 2003	6194	3841	576	99	2546	0	2973	17304	115249	185829
Aug 2003	3489	1663	455	76	1718	0	2381	14107	51573	108163
Jul 2003	4480	2274	293	88	2575	0	2754	9089	70498	138885
Jun 2003	3013	1420	245	86	1636	0	2593	7357	42620	90415

13. Promote traffic. Optimize for search engines.

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March 20, 2004 - Links to this week's topics from search engine forums across the web: Yahoo Mike Answers More Questions - Using Google Search As Your Website Search? - Client's Site Disappeared from Yahoo - Man 'Googles' Himself, Sues for Libel - The Scoop on Multiple Google AdSense Ad Units - Client Wants Record of Old Lawsuit Moved Down in Rank - See Your Web Rank on Yahoo Beta Tool Bar

New Look In July, New Search Engine Later, Says MSN
March 25, 2004 - MSN announced a redesign for its MSN Search Service last week, a cosmetic change that better delineates paid placement listings. But the July release will not coincide with the launch of new underlying technology. And the future paid inclusion at MSN is undergoing active debate.

Ranking the Quality of Online News
March 24, 2004 - How good are the 4,500 news sources from around the

Search Engine CONFERENCE & EXPO
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- April 20 - 21, 2004 Tokyo, Japan
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The Web Marketing Checklist: 29 Ways to Promote Your Website

by Dr. Ralph F. Wilson, E-Commerce Consultant
[Web Marketing Today, Issue 125, June 4, 2003](#)

This article first appeared in *Web Marketing Today*, Issue 99, December 1, 1997. As one of our most popular articles, it has been recently revised and updated.

How can you get more visitors to your website? What can you do to stimulate traffic? Here's a checklist of 29 items you need to consider. Many of these you're probably doing already; others you meant to do and forgot about; still others you've never heard of. Of course, a great deal has been written about this. You'll find links to thousands of articles on site promotion in our Web Marketing Info Center (www.wilsonweb.com/webmarket). While we're not breaking any new ground here, we've tried to summarize some of the most important techniques.

Search Engine Strategies

The most important strategy is to rank high for your preferred words on the main search engines. Search engines send robot "spiders" to index the content on your webpage, so let's begin with steps to prepare your webpages for optimal indexing.

 Cited in PC Magazine, 02/1998, p. 38



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- Canada-Saskatchewan Business Service Centre (www.cbosc.org/sask)



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