

"Marketing is Making it!"



Beryl's World
BERYL'S WORLD

Build it and they will come does not work in the real world. What does work in today's complex world of commerce is for JV's to build and then apply Beryl's World's solid program of synergy and leverage. Special Beryl's World Programs (portal/online marketing) are optional to our JV partners.

Below you shall find a detailed program relative to building web traffic. You may utilize any or all of the information to help you establish your web presence. Please note: The program does not work itself. You have to work it continuously.

If you would like to have the program handled professionally, you may contact our Joint Venture Partner, Brand-A-Port. They developed this program for us and can administer it for you based upon any of 3 levels of participation.

- *Level 1 \$1250 per month (High Powered Complete marketing program for company that want to maximize results)*
- *Level 2 \$850 per month (Full on-line program)*
- *Level 3 \$500 per month (Minimum program to gain exposure)*

For more information, contact: Ivan Bial. 954-974-5818 ext. 209 OR ibial@medianetgroup.com

The Steps To Success

1. *Become a Beryl's World Joint Venture Partner*
2. *Take advantage of Beryl's World knowledgeable staff and facilitators*
3. *Build and/or enhance your Web presence*
4. *Take advantage of Beryl's World 57 Marketing Tools*
5. *Join the BSP Rewards and Loyalty program (it can even be private branded for you)*
6. *Work your tail off*

The Secret To Sales For Products And Services

- *The quality of the product itself*
- *The perceived value vs. pricing of the product*
- *The perception of the company selling the product*
- *The intelligence and implementation of the marketing plan*
- *The utilization of multi-media to get the message out to prospective customers and clients*
- *Dedication and diligent efforts of you, your company and your personnel*

SYNERGY AND LEVERAGE FOR THE INTERNET

- 1. Build a web presence that portrays an image of substance, reliability and stature
..... *On the web, perception is reality***
- 2. Maximize traffic through search engines, groups, viral marketing and affiliate marketing
..... *The more you tell, the more you sell***
- 3. Leverage relationships with synergistic partnerships**

Special Beryl's World Programs

- 1. Customized million dollar image portal \$995**
- 2. Branded Rewards program including a customized million dollar image portal \$2995**
- 3. Web marketing training manual- FREE (*we show you how to do it*)**
- 4. Web Marketing Program \$1250 per month (*we do it for you*)**
- 5. UBOC Membership \$**

One of a Kind "customized and branded" Multi-million Dollar Portal specially priced for



Beryl's World
BGLA1.2.MOLIQ
Only \$995

There are well over a hundred million unique domains in cyberspace. Of these, the top 10 percent receive about 90 percent of the overall traffic and include portals like Yahoo, MSN and AOL. The reason they garner the most traffic is simple; people can find more information more quickly through a portal than by visiting a multitude of individual websites.

MARKETING IS MAKING IT!

To succeed on the web in today's competitive environment, a site needs to be crafty, sly, sticky and most importantly, offer visitors great content and a unique reason to visit. These full range portals can cost hundreds of millions of dollars to build; now those rules have all changed.

Brand-A-Port (<http://www.brandaport.com>) has developed a one of a kind web based software program that allows companies to have the features and functions of a major portal, customized with their own logo, look, feel and customized pages for well less than the \$1,000,000 of value.

Your branded portal can stand-alone or be easily integrated in an existing site and completed within a few days.

Today's economy necessitates a web presence but many of the sites in existence today are dedicated to specific purposes and do not generate much web traffic. Most businesses have a site that only offers their own specific content and that has not built in any powerful reasons for visitors to come back on a daily basis. The success formula for web sites is to generate traffic and stickiness and bring customers and prospects back more often as each visit increases the opportunity to get the company's message across and to sell more products.

The Brand-A-Port program was developed upon the basic premise that traffic is the path to revenue. There are eight ways to increase a Web site's traffic.

- (1) Adds a *Million Dollar Look* to your company, site and business...*and on the web, perception is reality!*
- (2) *Customized* for your look, feel, content and products
- (3) *Speed to market*....you can be up and running in just days!
- (4) Can stand-alone as your web site or integrate into your existing web site
- (5) Increase the number of new users coming to a site
- (6) Provide reasons for users to visit more often
- (7) Get users to look at more pages and therefore more of your messages and
- (8) Get visitors to recommend and bring more visitors to your site

Bottom line: *Brand-A-Port is the fastest and most economical method to enhance your image and business on the internet.*

You can have the smallest of companies and offer a web site that gives the impression of solidity, strength, knowledge and expansiveness. There are also many large companies that don't nearly reflect their scope and desired image in their site. The Brand-A-Port program's strength is that it portrays a multi-million dollar image with the features and functions most utilized and desired on the web integrated within a branded portal with the look of your company and customize it to maximize the benefits. All of this is done at an extremely low price and allows you to get to market almost immediately.

Each BRAND-A-PORT portal enhances your site with a full range of portal functions that you choose, such as stocks, weather, news, entertainment and an optional the "talk of the industry" traffic generating PictureJudge photo rating game that can dramatically increase traffic and is one of the net's most popular viral marketing programs.

Market Price \$1295. Special Beryl's World price is only \$995....a multi-million dollar customized portal for only \$995. Unbelievable!!

(over)

Customization Features

The Multi-Million Dollar One Stop Portal that is convenient, fun, useful and easy to use so your customers keep coming back to your portal for more and more services. Choose the program that fits your needs – everything from stocks, weather, news, sports, entertainment, calendar, email and more AND THEN ADD WE ADD YOUR OWN PERSONAL AND SPECIFIC PAGES AND INFORMATION!

Site Customizer:

Customize your site by choosing the features and applications you want, adding custom pages, and your company's look and feel!

- Customized Site Header
- Services
- Your Partner and Affiliate Links
- Custom Category Buttons
- Your Newsletters
- Your Products/Services
- Your FAQ's
- Your Custom Links
- Your About Us Custom section
- Your Contact information

World News, Sports, Stocks, Maps, Weather, Entertainment, PictureJudge, Learning center, E-mail and much more!

Visit <http://www.brandaport.com> for all the details

Platinum Package Investment - \$1295 One Time License: \$99 per month



Beryl's World

Special Pricing \$995 and only \$79 per month for hosting, maintenance and updates. Imagine - your own webmaster for only \$79 per month. WOW!

Additional Optional Features Available

E-Commerce: Customized Shopping Cart to suit owner's needs, with a back-end application for easy administration of products, pricing, and shipping & handling charges.

\$250 one time setup fee plus merchant service fee if applicable.

- Electronic Commerce: Offers credit card processing options.
- Payment Methods: Choices include: credit card and online checks.
- Auto Purchase Confirmation: Confirming emails sent to company and customer with every order.



Branded Email - \$50 one-time setup fee

- Offer your users email accounts @yourdomain.com



Website Stats - \$50 one-time setup fee

- Get complete detailed stats for your website. Including page views, visits, hits, and much more!



Domain Registration - \$15 per year

- Want a catchy domain name for your portal? We can register one of your choice!



Back-End Administration - \$1000

- Update and change your portal yourself, 24 hours a day, 7 days a week, 365 days a year with your own custom administration panel.

Ask about our special pricing for multiple replicated portals customized for your organization representatives!



Brand-A-Port is an operating division of MediaNet Group Technologies, Inc. www.medianetgroup.com
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www.brandaport.com www.shutterport.com www.memorylanesyndication.com www.bsprewards.com



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The BSP "Brand Builder" Program presented by

The BSP program assists you in rewarding your customers through a unique appreciation program that offers customers rebates on purchases of products and services including hotels, travel, long distance telephone, gifts, restaurants, clothing, and a myriad of additional items everyone buys every day and *includes* a MULTI-MILLION DOLLAR PORTAL that can also be Branded in YOUR NAME.

Simply stated, when Members purchase from companies within the BSP network they accumulate points and redeem them when they are ready. *The unique value proposition is that the points may be accumulated & redeemed throughout the network*, offering the Members an unprecedented opportunity to receive and redeem their points at participating locations across the country. These transactions presently occur on line and will be expanded into brick and mortar locations in the first quarter of 2004.

The BSP program offers **participant** retailers and service organizations the ability to both **give* and redeem** BSP Rewards (at regular prices and full margins). This gives members reason to visit for both purposes and allows the merchants to realize the increased visits and enjoy the redemption sales profits...*and the opportunity to market to millions of other BSP members.* * percentage ranges from 2% -15% depending upon industry.

Member Benefits:

- **FREE** to Join
- Earn up to 10% rewards from national retailers and 50% savings at neighborhood restaurants.
- *BSP Rewards are on top of, and in addition to, rewards already attached to their credit cards.*
- The opportunity to redeem points at your company, or at thousands of participating merchants and companies across the USA. *(Initially on-line and then in brick and mortar locations).*
- Members shall also receive other benefits that include special offers and services available through the BSP Members Benefits program.

Member Provider Benefits:

- **FREE** to Join
- FREE to give away as Value Added Benefit
- A substantial passive residual revenue stream from members they enroll
- Cross marketing to millions of members

Merchant Benefits:

- **FREE** to Join
- **FREE** to give away as Value Added Benefit to your customers
- You decide the % to rebate as a marketing incentive
- Increases your sales and profits as a redemptions center (also increase store and web site traffic)
- A substantial passive residual revenue stream from customers you enroll

The BSP Difference

As a member of **Beryl's World** you have the opportunity to *increase your sales, profits and traffic, AND receive twice the override on rewards earned by your members, no matter which of the national and local merchants they buy from...*and the BSP program is **FREE** to you. **That's exciting!** *And if you want, you can even have your own "branded" rewards program a special 40% off Beryl's World price.*



Member Provider Revenue Projections

YOU share in all BSP Rewards earned by their members



National average
of monthly credit card spending
in rewards programs
= \$400

**Average participating
BSP Member Rewards**

**=4% = \$16.00
per member/month**

# of Members Enrolled by Provider	Total of all Member Spending <i>Per Month</i> (all x \$400)	Member Rewards Earned <i>Per month</i> (all X 4%)	Revenue to Beryl's World Member Provider 2% Per month (normally 1%) (of Member Rewards)
50,000	20,000,000	\$ 800,000	\$ 16,000
250,000	100,000,000	\$ 4,000,000	\$ 80,000
500,000	200,000,000	\$ 8,000,000	\$ 160,000
1,000,000	400,000,000	\$ 16,000,000	\$ 320,000
5,000,000	2,000,000,000	\$ 80,000,000	\$ 1,600,000
10,000,000	4,000,000,000	\$ 160,000,000	\$ 3,200,000

Note: The above figures are based upon 100% participation at national average. Adjust figures to reflect your anticipated member participation. You also receive their normal mark-up on redemption sales.

BSP Rewards Questions and Answers

Q. What is BSP rewards?

A. BSP Rewards Is a one of a kind loyalty rewards program in which people earn up to 10 % rewards points by purchasing merchandise certificates and shopping at their favorite retail stores.

Q. What does it cost for a person To Join?

A. It cost nothing! It's FREE to you and a FREE gift to your customers and members.

Q. What is the most unique feature of BSP Rewards from the consumer point of view?

A. Unlike other programs that dictate where you can spend your accumulated points, the BSP Rewards program allows members the flexibility of spending their points like cash among any and all participating merchants in the BSP Program – and for every item each merchant sells...**and IS IN ADDITION TO ANY OTHER CREDIT CARD REWARDS PROGRAMS POINTS OR BENEFITS.**

Q. What is the most unique feature of BSP Rewards from the retailer point of view?

A. Unlike other programs that are a straight non-recoverable cost to retailers, the BSP participating merchants are the redemption centers and they receive the redemption profit by selling their merchandise at their full normal price.

Q. How does an individual join?

- A. Two ways
1. You can AUTO ENROLL them as a FREE BENEFIT (which monetizes your membership/customer base through revenue participation)
 2. They simply click on the BSP logo on your web site and register as many of their credit cards as they wish.

Q. How does a merchant become part of the program?

A. By agreeing to join the BSP Network and offer a set % of their sales (out of their marketing budget) to BSP members and agreeing to act as a redemption center (at their normal prices) for the potential of attracting millions of BSP members.

Q. What's in it for my Company?

- A. A LOT
- First you can give BSP Rewards to your subscribers for FREE, as a Value Added thank you for being your customer.
 - **Best of all you earn passive residual revenue on all member purchases from all members registered through you and other merchants and member providers you bring to the program.**

Q. Can the BSP Rewards program be specially Branded for my company? Absolutely!

A. Regularly \$4,995 to \$50,000 (see price schedule attached). SPECIAL Beryl's World priceonly \$2995 and includes your own Brand-A-Port \$1295 customized Portal. (limited time offer)



Beryl's World
BERYL'S WORLD

"Marketing is Making it!"

*Making It On The
World Wide Web*

*Information and Procedures
Manual*

What is Marketing?

Everyone has an opinion about what "marketing" is. Some think that it's "advertising." Others think that it's "sales." The truth is that marketing is much more than selling and advertising. The simple truth is that marketing is the process of finding and keeping customers- and is the precursor that both advertising and sales use to maximize their results. Is that partly advertising? Yes! Is that partly sales? Yes! Is it partly research? Yes! But these elements are just the tip of the iceberg--there's a whole lot more to marketing!

Marketing is a process involving a mix of variables: the product and/or service that you are offering, the pricing of those goods and services, the promotion to gain acceptance by customers, and the place you showcase your product(s) to your customers. The 4 P's are called the marketing mix, and your customers should be the target of all those marketing efforts.

For a more detailed definition of the marketing mix, look at it from a strategic, decision-making point of view. When was the last time you thought about the elements noted below for your organization?

<u>Product/Service</u>	<u>Pricing</u>	<u>Promotion</u>	<u>Place (showcase)*</u>
Variety	List Price	Sales Promotion	Locations
Quality	Discounts	Advertising	Television
Design	Free Incentives	Sales	Web
		Test & Tweak	
Branding	Up sells	Public Relations	Newspaper
Features	Variances	Direct Marketing	Magazine
Consumer/Business		Surveys	Representatives
Warranties		Focus Groups	Radio

**Beryl's World offers its JV's 57 ways to showcase their products and services*

Why is all of this important? Marketing, done professionally, can effectively set the course of action (the foundation & strategy) on which to build your business in the manner you want it done....*and to maximize the benefits you need to employ "synergy and leverage"*.

Below is an abbreviated, time tested, outline as to how large consumer goods companies proceed with their marketing efforts - which can greatly benefit any company that has entered the consumer sales field of battle.

What It Takes To Do It Right for Your Business

1. Identify your goals, needs and desires, being as specific as possible.
2. Perform research (current and potential customers) to learn what they need, like and want.
3. Research your competition and define any external factors of influence in the market.
4. Develop a "situation analysis" highlighting your strengths, weaknesses, opportunities and threats. This includes an analysis of your organization's resources to achieve these goals (needs & gap analysis).
5. Develop the positioning of your products and/or service: why should the customer buy from you as opposed to your competition? What is your unique marketing proposition?
6. Write a detailed, realistic marketing plan that takes into account the research performed, your specific goals and the available resources of the organization to accomplish those goals.
7. Issue a timetable of specific action steps: who will do what when to achieve the goals.

8. Execute the marketing plan and action steps.
9. Follow-up at regular, specific intervals by testing and taking corrective action as necessary.

The steps are universal, but the execution is individual.

Brainstorming vs. Starbursting

We are all familiar with the concept of brainstorming. The most common vision is a group of people sitting around a conference room tossing out ideas, the wilder the better, in an attempt to solve a problem. There is another way to be creative, and it might be worth trying next time you are stumped with a business problem, or want to explore your concept(s).

This new method is called "starbursting" and it is a simple yet effective way to develop creativity. Starbursting begins at the center and then radiates outward with questions. You begin by simply writing your problem across the top of a piece of paper, then listing as many questions as you can. Here is an example that you can use for marketing:

Marketing Product (or service) X: What are the Questions?

- Why market this product instead of another?
- Do we want to market this product at all?
- Is now the best time to market this product?
- Does this product compete with ourselves?
- Does this product fit into our marketing plan?
- Will we be stronger or better if we market this?
- Who does the marketing?
- Will our current customers like this?
- Will our target customers like this?
- What is the price?
- Is the price competitive?
- Who is the customer for this product?
- What distribution pattern would fit this product?
- And so on...

A good way to get started is to develop a list of questions related to the 5 W's first (who, what, when, why and where) and then transition into the 4 P's - Product, Price, Promotion, Place.

The list will generate some unexpected questions, which will require more focused thinking. However, your overall focus will improve, because this process requires you to develop a comprehensive list of questions that someone else is likely to think of down the road. When they do, you will be prepared for them!



Synergy and Leverage

Synergy and Leverage allows our JVs to be greater than the sum of its parts because we match them with other JV's who can utilize their products and services and leverage our marketing programs to enhance the results to a much greater degree than they can achieve by themselves.

We have established an outstanding team of facilitators, strategic partners, expanding branch offices, media and knowledge that we happily share with our Joint Venture Partners....offering the opportunity to implement marketing and sales programs more rapidly and much less expensively. In fact, we bear most of the expense!

Perception Is Reality

On the web, on TV or in print, perception is reality. All companies need to portray an image that gives the impression of solidity, strength, knowledge and expansiveness and this is even more important to smaller, unknown, companies. In other words, it is imperative to showcase your company in a manner that portrays you in a manner that allows the general public to perceive you as substantial - and the kind of organization they would feel comfortable dealing with.

Beryl's World implements a program that merges our multitude of media with a World Wide Web presence in a manner that is designed to elevate you to be the perceived as a leader in your industry.

Utilization Of The World Wide Web

The web is your face to the world, literally. It allows you to tell your story, portray your image and sell your products to a national (and even world-wide) audience.

Today's economy necessitates a web presence but many of the sites in existence today are dedicated to specific purposes and do not generate much web traffic. Most businesses have a site that only offers their own specific content and has not built in any content or powerful reasons for visitors to come back on a daily basis. The success formula for web sites is to generate traffic and stickiness and bring customers and prospects back more often because each visit increases your opportunity to get the company's message across and to sell more products.

Web Site or Portal?

The difference between a web site and a Portal is like the difference between a bicycle and an automobile.

A bicycle is a simplistic form of transportation and an automobile offers a multitude of additional functions and features that will get you where you are going:

- Faster
- With a more prestigious look
- As an attraction and place that visitors will find useful everyday

Web sites are normally for a single purpose-the sales or dispensing of information about a company and/or product. The only time a person normally visits a **web site** is on the occasion when they specifically need what that site has to offer and then don't re-visit until they may need that product again.

On the other hand, more than 80% of all web traffic goes through a **Portal such as** Yahoo, AOL, MSN and others.

Why?

Because **Portals** are like a shopping mall where you can find everything you need -News, Sports, Maps, Weather, Stocks, E-mail, Games to name a few of the features – in a single location.

A **Portal** offers customers and prospects a reason to visit our client's web sites daily which offers the opportunity to get your message across more often and to simulate traffic and sales. Beryl's World has established a special arrangement with Brand-A-Port who will build you portal that includes the features and functions of a *multi-million dollar portal* and combines it with the customized *look, feel, products and services of your company*. Perception is reality and your Company will be showcased as if it were extremely large, substantial and solid to deal with.

Additionally, your Brand-A-Port Portal includes traffic generating, viral marketing tools and innovative functions that act as an attraction to new visitors and returning customers.



Brand-A-Port Questions and Answers

Q. *What's the difference between a web site and a portal?*

A. Web sites are used for a single a purpose- to display a service(s) or a product(s) offered by an individual or company. Visitors only visit the site for a limited and specific purpose

Portals have broad functionality that gives the visitors a central location for a variety of interests and therefore offer reasons to return daily.

Q. *What are the features you might find on a Portal?*

A. Free E-mail, local weather, Stocks, community photo albums, maps, ability to Search the web and additional ways to generate income- to name a few.

Examples are: www.yahoo.com www.aol.com

Q. *What is a Branded Portal?*

A. A Branded Portal (stand alone or integrated) has all the functionality and functions and interactivity of the multi million Dollar portals, but with the look and feel of your web site. Some of the Branded Portals features are:

- Your header, look and feel
- Your own control Panel to turn on and off any feature/function
- Your own changeable personalized content pages
- Your Industry specific content
- National content
- Stand alone or seamless integration into existing sites
- Built-in traffic generators
- Built in optional revenue generators

Examples can be found at: <http://www.brandaport.com>

Q. *Why can't I build my own portal?*

A. You can! At very high costs and a very long development time.

Brand-A-Port's Branded Portals has been under development for almost 3 years and cost over \$1.25 million to develop.

Q. *How long does it take to have a portal customized for us?*

A. Only a few days once you complete the information!

Q. *Who maintains and up dates the Portal?*

A. Brand-A-Port updates, hosts and maintains the content. Additionally we supply each portal with an easy to use control panel that gives you control over the features and content of your portal. Best of all, we are there to help ever step of the way.

Loyalty and Rewards Programs

Everybody is doing it, and for good reason. You get rewards on your credit cards. You get free airline miles. You get special discounts. You get coupons. You get, you get, you get. Why. Because these programs work to attract you as a customer, to thank you for being a loyal customer and to assure that you will remain one.

Beryl's World has established a special relationship with BSP Rewards that can assist in building your initial sales, repeat sales, customer loyalty, cross marketing to millions of potential customers and act as a viral marketing program to stimulate your web traffic.

Loyalty and Rewards programs are hot, hot hot!

What the Industry is Saying

***Retailers turn to loyalty deals to stem defections**

Jill Lerner
Journal Staff

With consumers jittery over the economy and more likely than ever to shop based on price, businesses have had to become more creative in the methods they use to retain. More and more, that means not so much inspiring loyalty as bartering for it.

Enter "loyalty programs," incentive plans for which participating customers receive everything from discounts at affiliated restaurants to cash rebates. In return, companies that sponsor loyalty programs get something they find vastly more precious than the perks they're offering: customer loyalty and data.

"Everybody's got one, and they're spending big bucks on it," said Paula Rosenblum, a retail analyst at Boston-based AMR Research Inc., referring to the increasingly popular programs, which are also known as reward programs.

Consumers are flocking to sign up. Roughly half of all Americans belong to at least one customer reward program, according to a recent study by Stamford, Conn.-based market research firm InsightExpress LLC.

Once confined largely to the airline and credit card industries, such programs are now showing up in the most unlikely of places — including newspapers.

The costs and investment returns for specific companies vary, but especially for those companies that have been quick to implement loyalty programs, the return on investment could be as high as 75 percent to 100 percent, said Peter Abell, a retail analyst at AMR.

Using round figures, Abell estimates that a company might have to spend about \$2 million to win a million subscribers.

In December, the **Boston Globe** — whose weekday circulation declined 1.7 percent for the six months ended Sept. 30, compared with the year-ago period —unveiled its "Boston Globe Rewards" program for subscribers.

The program allows active subscribers to enroll up to three credit cards or debit cards and use the cards for a rebate of up to 25 percent at hundreds of participating Boston-area restaurants stores, service companies and online retailers. The Globe sees it as a means to reward, and retain, loyal subscribers.

Affiliated merchants pay the discounts directly to Boston Globe Rewards customers, with the hope of receiving a bounce in store traffic as a result of inclusion in the program, said Steve DiFillippo, owner of participating Davio's restaurant. Davio's offers enrolled Globe subscribers a 10 percent discount off their check.

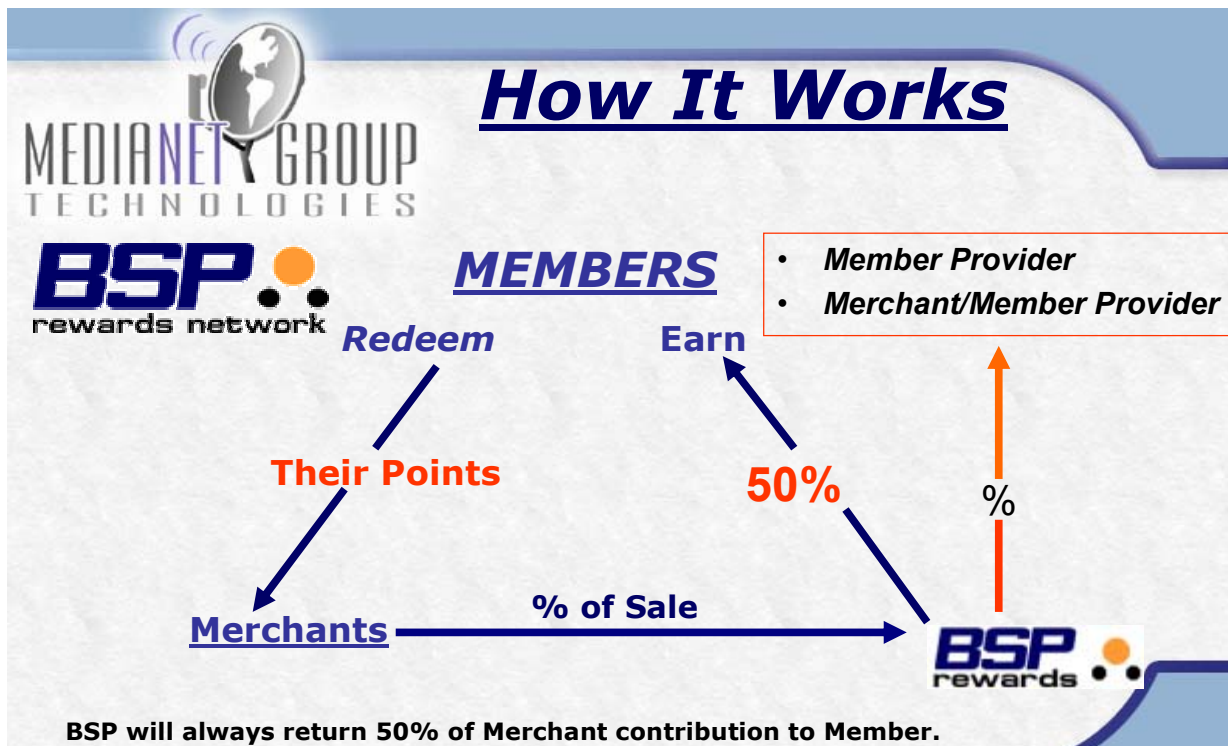
"They send our name out to 50,000 people and we don't pay for it unless they come here," DiFillippo said. "It's a good way to get your name out inexpensively."

Loyalty programs already appear to have paid dividends for other area businesses, including Woonsocket, R.I. web.-based CVS Corp., which has signed up 32 million "Extra Care" card members since debuting the loyalty program nearly two years ago.

As to retail sales on the web:

- According to a study by Hitwise, traffic to retail Web sites rose 3.4 percent in the week ended Nov. 22.
- Average session time for the week ended Nov. 22 was 8 minutes and 26 seconds.

Web Merchant/Member Provider Flow Chart



1. **Merchants** agrees to offer a % of the customer purchase (*marketing expense*)
2. **BSP** builds BRANDED Loyalty/Rewards site and program for **Merchant** – at **NO COST**
3. **Merchants** auto-enrolls their customers into their BRANDED loyalty/rewards program
4. **BSP** administers the program
5. **BSP** gives **Member** an average of 50% of the Merchant Reward (*to spend back in the network*)
6. **Members** redeem their rewards back with the **Merchant** and within the **Merchant** Network (*merchants receive retail profit*)
7. **ADDITIONALLY, BSP** forwards to the Merchant 1 % of the rewards earned by their Members **for all purchases at the Merchant or anywhere in the Network.**

Summary

- **Merchant** establishes their own Loyalty/Rewards program
- **Merchants** receive increased traffic, sales and redemption profits
- **Merchant/Member Providers** receive a residual income on members rewards
- **Merchant** markets to millions of other members in the BSP Network

WEB MARKETING

“BUILD IT AND THEY WILL, not necessarily, COME”

“Build it and they will come” may have worked for Kevin Costner in the movie “Field of Dreams”. But it is not true in the world of the Internet.

A web portal or site must be looked at as a retail store on a street named the Internet. If you open a store in your neighborhood and you never advertised or market it, how long would you stay open?

Fortunately the expense of keeping a portal or a web site on the Internet is a fraction of a store on a physical street. Because of your Internet's low overhead the profit opportunities and much higher than neighborhood retail store.

Your Internet store is open 24 hours a day 7 days a week, it never closes.

The trick is how to drive traffic (sometime call eyes) to your web site without breaking the bank. We will discuss several low and no cost methods.

Let's start by explaining how traffic is generated on the Internet:

Search Engines

1. A software program that searches a database and gathers and reports information that contains or is related to specified terms.
2. A website whose primary function is providing a search engine for gathering and reporting information available on the Internet or a portion of the Internet.

There are thousand of search engines. The top 10 receive 90% of all the searches.

Search for anything using your favorite crawler-based search engine. Nearly instantly, the search engine will sort through the millions of pages it knows about and present you with ones that match your topic. The matches will even be ranked, so that the most relevant ones come first.

Of course, the search engines don't always get it right. Non-relevant pages make it through, and sometimes it may take a little more digging to find what you are looking for. But, by and large, search engines do an amazing job.

As WebCrawler founder Brian Pinkerton puts it, "Imagine walking up to a librarian and saying, 'travel.' They're going to look at you with a blank face."

OK -- a librarian's not really going to stare at you with a vacant expression. Instead, they're going to ask you questions to better understand what you are looking for.

Unfortunately, search engines don't have the ability to ask a few questions to focus your search, as a librarian can. They also can't rely on judgment and past experience to rank web pages, in the way humans can.

So, how do crawler-based search engines go about determining relevancy, when confronted with hundreds of millions of web pages to sort through? They follow a set of rules, known as an algorithm. Exactly how a particular search engine's algorithm works is a closely-kept trade secret. However, all major search engines follow the general rules below.

Location, Location, Location...and Frequency

One of the main rules in a ranking algorithm involves the location and frequency of keywords on a web page. Call it the location/frequency method, for short.

Remember the librarian mentioned above? They need to find books to match your request of "travel," so it makes sense that they first look at books with travel in the title. Search engines operate the same way. Pages with the search terms appearing in the HTML title tag are often assumed to be more relevant than others to the topic.

Search engines will also check to see if the search keywords appear near the top of a web page, such as in the headline or in the first few paragraphs of text. They assume that any page relevant to the topic will mention those words right from the beginning.

Frequency is the other major factor in how search engines determine relevancy. A search engine will analyze how often keywords appear in relation to other words in a web page. Those with a higher frequency are often deemed more relevant than other web pages.

Spice In The Recipe

Now it's time to qualify the location/frequency method described above. All the major search engines follow it to some degree, in the same way cooks may follow a standard chili recipe. But cooks like to add their own secret ingredients. In the same way, search engines add spice to the location/frequency method. Nobody does it exactly the same, which is one reason why the same search on different search engines produces different results.

To begin with, some search engines index more web pages than others. Some search engines also index web pages more often than others. The result is that no search engine has the exact same collection of web pages to search through. That naturally produces differences, when comparing their results.

Search engines may also penalize pages or exclude them from the index, if they detect search engine "spamming." An example is when a word is repeated hundreds of times on a page, to increase the frequency and propel the page higher in the listings. Search engines watch for common spamming methods in a variety of ways, including following up on complaints from their users.

Off The Page Factors

Crawler-based search engines have plenty of experience now with webmasters who constantly rewrite their web pages in an attempt to gain better rankings. Some sophisticated webmasters may even go to great lengths to "reverse engineer" the location/frequency systems used by a particular search engine. Because of this, all major search engines now also make use of "off the page" ranking criteria.

Off the page factors are those that a webmasters cannot easily influence. Chief among these is link analysis. By analyzing how pages link to each other, a search engine can both determine what a page is about and whether that page is deemed to be "important" and thus deserving of a ranking boost. In

addition, sophisticated techniques are used to screen out attempts by webmasters to build "artificial" links designed to boost their rankings.

Another off the page factor is click through measurement. In short, this means that a search engine may watch what results someone selects for a particular search, and then eventually drop high-ranking pages that aren't attracting clicks, while promoting lower-ranking pages that do pull in visitors. As with link analysis, systems are used to compensate for artificial links generated by eager webmasters.

Additionally, some search engines search for the number of links to sites as a criteria relative to popularity.

Webmasters:

If you search for the keywords "search engine rankings" you will get hundreds of pages, many containing information on how to improve your rankings in search engines' databases or how to get listed. You probably also get lots of e-mail from companies offering search engine optimization services.

In this chaos of offers and tips, how do you know who to listen to?

It's important to choose your optimization strategy wisely. If you're too reckless, you can be blacklisted for [spamming](#). That's right, your site could be excluded from an engine's index because of inappropriate behavior! And since about 85% of Web users find sites through search engines, being blacklisted can really cost you. How can you avoid this?

Give them what they want!

Listen to what search engines are trying to tell you. By knowing what factors search engines use to rank your pages, you can focus your efforts and achieve rankings without resorting to [spam](#).

The following table provides a basic guide to some of the factors search engines weigh in ranking pages. It combines official information provided by the listed search engines with our own research. None of the recommendations below are considered to be spam. So learn it and use it... and sleep well tonight.

Here's what the high-traffic search engines and directory sites say influence their relevancy rankings:

Search Engine	What's not indexed	Slow Pages play a role?	Content and location	HTML Title	Meta tags	Keyword Frequency	Link popularity	What it likes
AltaVista Search Engine	Registration pages, text in graphics and multimedia files (use Alt tags), XML, Java applets, comment tags, Acrobat files, spammers	Yes	Very important, Top of the page	Very important, should be unique for every page	Not important, but should be included just in case	Not mentioned, but the best location is title and top of page	Important	Uncommon words, good navigation, plain HTML pages with text only, themes, inbound links and keywords in link text.
DMOZ Users: AOL, Netscape; AltaVista, HotBot, Google and Lycos directories	Spammers	Yes, considered poor design	Worthy of indexing as determined by editors, and in appropriate category	No, but the title filled in plays a role.	No, but the description and keywords filled in play a role.	No	Not important for DMOZ, but is Important, for some of its partners, who use Inktomi	Concise and accurate descriptions and keywords, choice of appropriate category

Google Search Engine	Not mentioned, see AltaVista for approximate guidelines; spammers	Not mentioned	Keywords should be close to each other. Content should include keywords in text or links	Not mentioned, but seems to be a factor	No	Not mentioned	Very important, especially from relevant pages	Link popularity, keywords near each other, keywords in URLs and link text, themes
HotBot Search Engine	Frames, pages with cookie requirements, URLs with special characters (unless submitted through Inktomi's paid program) , spammers.	Yes, pages can be dropped if a server is too slow	Ranks on the length of the document and frequency of keywords.	Most important	Very important, both description (150 characters) and keywords (75 characters)	Very important (standard requirements are 3-7%)	Important, uses Inktomi	Lack of stop words, meta tags, HTML titles, lots of keywords, link popularity, and click popularity (HotBot uses DirectHit)
Lycos Search Engine	Spammers, URLs with special characters	Not mentioned	Not mentioned	Not mentioned, but seems to be a factor	Not mentioned	Not mentioned	Not mentioned, but seems to be a factor	Themes
MSN Search Engine	Spammers, frames - <noframes> tag needed	No	Not mentioned	Important, should contain keywords	Both are supported; description limited to 250, keywords to 1017	Important, 4-12 times	Important, uses Inktomi	Theme present throughout the site, site popularity
Yahoo Directory	Spammers	Yes, may be excluded	Worthy of indexing as determined by editors, and in appropriate category	No, but the title filled in plays a role. It should be concise	No, but the description and keywords filled in play a role.	No	Very important, uses Google	Concise and accurate descriptions and keywords, choice of appropriate category
Search Engine	What's not indexed	Slow Pages play a role?	Content and location	HTML Title	Meta tags	Keyword Frequency	Link popularity	What it likes

Knowledge is power!

If you know how the various search engines compose their rankings, you'll be able to optimize your pages for higher rankings. You can improve your site's HTML to please the search engines, but that may only get you so far. [Doorway pages](#) take optimization to the next level.

Since meeting the specifications of all the search engines at once is practically impossible, let optimized doorway pages do the job. The following table provides comprehensive information about the major search engines. It even includes the number of characters that should be included in some tags.

For more information, check out the [table compiled from search engines' FAQ pages](#).

Important: All search engines use [keyword frequency, proximity and weight](#) in their algorithms. **The "keywords" section in this table only highlights additional specifications.** To learn more about [creating doorway pages and keyword importance](#), click here.

Keywords are Key to Search Engine Placement

In addition to Traffic Power.com' s work to increase your site's search engine rankings, you can further enhance your results by optimizing the design of your homepage. Here are some tips on how you can positively influence your search engine placement by having your Webmaster incorporate keywords into your homepage design.

Keywords in Body Text

Have your Webmaster structure the text on your homepage around your one most important keyword phrase. Emphasize that main keyword phrase in the first paragraph and in your main and sub headlines.

Keywords in Text Links

When creating textual links, try to make the link a keyword since the text within a link is sometimes weighed more heavily than words found in the regular body text.

Keywords in Alt Tags

The alt tag defines the text to display for a graphic if the user has graphics turned off. Some search engines will look for keywords in the alt tags so it is good to have your Webmaster set the alt tags with keywords.

Keywords in Header Text

Always opt for H1 header content as opposed to a larger font when the text contains a keyword. Header content is considered more descriptive of what is actually on the page so it is weighed more heavily by the search engines.

Keyword Frequency

Frequency is how often a keyword appears on the page or in an area on the page. Try to have your one primary keyword phrase appear a total of 5 to 15 times in all the visible areas of the page. This would include 1 time in the title area, 1 to 5 times in the body text area, 1 to 3 times in the link text area, 1 to 4 times in the alt text area, and 1 to 5 in the header text area.

You can check out Search Engine Commando <http://www.tucows.com/preview/297734.html>

Specific requirements for top search engines

Search Engine	Keywords	Location of Keywords	Document Length	HTML Title	Meta tags	Themes	What's spam?	Other info
AltaVista Search Engine	Only the first two occurrences are indexed, use in <title> and top of the page	Top of the page, <h> tags	Longer pages favored, 600-900 words	Most important keywords here, 300 characters, short titles preferred	Not very important, but use them just in case	Yes, consistent keywords throughout the site	Repetition of keywords one after the other, meta refresh tags, invisible text, identical pages, excessive submissions.	Repeat keywords in files names. Use keywords in text links.
Google Search Engine	Weight and proximity matter most	<h> tags, bold text	Wide range, from 50-600 words.	Keywords here, up to 90 characters	No	Yes, consistent keywords throughout the site	Use of link farms, cloaking, excessive repetition	Link popularity is the most important factor
HotBot Search Engine	Frequency and weight in the body are most important	URL text and title	Short, 100-250 words	Most important, keywords here, up to 105 characters	Very important, both description (150 characters) and keywords (75 characters)	Yes, consistent keywords throughout the site.	Repetition of keywords one after the other, meta refresh tags, nearly identical pages, invisible text, irrelevant keywords, too many submissions	Use keywords when describing links, and naming files
Lycos Search Engine	Keywords spread throughout the page and in the title	Top of the page, <h> tags	Short, 100-250 words	Keywords here, second word, up to 1129 characters	Not indexed by Fast, but shows up in top rankings	Yes, consistent keywords throughout the site	Repetition of keywords one after the other, nearly identical pages, invisible text	Not recommended Use ALT tags
Search Engine	Keywords	Location of Keywords	Document Length	HTML Title	Meta tags	Themes	What's spam?	Other info

Where and how to submit

Services such as Inktomi, DirectHit, LookSmart and ODP (Open Directory Project) have partner sites that utilize their search results or listings. We advise that you submit to these sites only once. All of their partners will be updated when you are indexed.

Search Engine	Submission Page
AOL Search	Find an appropriate category and submit to it
AltaVista	http://addurl.altavista.com/sites/addurl/newurl
AskJeeves	E-mail URL and description to url@askjeeves.com
Google	http://www.google.com/addurl.html
Hotbot	http://hotbot.lycos.com/addurl.asp
Inktomi	submit via one of their partners.
Lycos/Fast	http://www.lycos.com/addasite.html or http://www.alltheweb.com/add_url.php
MSN Search	Submit to Inktomi through one of its partners
Open Directory Project (ODP)	Find an appropriate category and submit to it
Teoma	http://static.wc.ask.com/docs/addjeeves/Submit.html (Paid program only)
WiseNut	http://www.wisenut.com/submitsite.html
Yahoo!	Find an appropriate category and submit to it
Search Engine	Submission Page

A New World of Web Marketing.....It's FREE

GROUPS

With new e-mail laws being imposed, e-mail recipients being bombarded with thousands of un-requested e-mails and a "do-not e-mail list" on the horizon it becomes more and more difficult to get you message across via e-mail.

There are many solutions, some better than others:

- Newsletters: Far and away the best e-mail list is one you created yourself. Every portal/site should have a Newsletter that your visitors/customers need to register for. Don't expect everyone visiting your site/portal to register. Your list may grow slowly, it's gold, don't abuse it never sell it to others.
- Banners: Your banners can be placed on other sites/portal and when a visitor to that other site/portal clicks on it they come to your site. This cost a flat fee based on the number of people that see your banner or you pay each time some one clicks on you banner and comes to your site/portal.
- Banner exchanges: you agree to have a banner on your site/portal and every visitor to your site/portal views it, your banners are viewed on another site. This is a wonderful program that is based 100% on your traffic. **Beryl's World offers this opportunity as part of our marketing program and can get you on 800,000 sites with for banner exchange.**
- Opt-in lists: There are hundreds of companies offering you millions of e-mail names and services to e-mail them. Opt-in simple means a person that has given permission for to be sent e-mails. The problem is they did not give you that permission and the list is sold and used hundreds if not thousands of time.
- Affiliate Programs: You have banners created that can be placed on others sites/portals and if people click on that banner, come to your site/portal and purchase your product or service you pay a commission to that site/portal the person came from. This requires constructing an affiliate tracking program or joining an affiliate network. An affiliate network has thousands

upon thousands of sites/portals that are seeking new products and services they can post on their sites/portals to earn a commission. It cost to join affiliate networks.

- Stealth Marketing: Making you advertisement not look or sound like an advertisement then deliver that message to the masses or specific groups and communities of people that have expressed interest in your product or service. All it takes is some time and practice.

- **BERYL'S WORLD LINK PROGRAM**: Beryl's World places links to JV web sites and portals on a special links page and is developing a program that allows all Beryl JVs to place similar link pages on their sites and portals. This gives our JV's an added advantage on some search engines that use number of links as one of the criteria for rankings. Additionally, Brand-A-Port places links on it sites for all JV partners that the build portals for and BSP Rewards places links on its sites for all JV partners that join the BSP program.

Pay Per Click.....its NOT FREE, but useful

How they work

Pay-per-click search engines allow companies to bid on keywords that relate to their sites. Companies submit their site's descriptions and titles, along with a list of keywords to the engine. They also specify the amount of money that they're willing to spend on each keyword.

After a pay-per-click search engine processes the company's request, their results start showing up when someone searches for a keyword that the company paid for. Depending on how much money others paid, rankings for a particular keyword maybe very high or low.

For example, if you choose to pay \$.20 for the keyword "puppy food," while others pay only \$.19, your site would rank first. If, on the other hand, you pay \$.02, you may rank low.

For most pay-per-click engines, **companies pay only when a visitor clicks on their web site from the search results (clickthrough)**. Most engines specify a minimum amount of money needed for a company to open an account.

Aren't the results irrelevant?

Many think that paid rankings will decrease the relevance of search results by allowing any site with money to rank high for any keyword. Pay-per-click engines understand that they will lose searchers, and eventually advertisers, with irrelevant results, and therefore, make relevance a priority. However, pay-per-click engines will provide results with commercial, not informational information. Relevance doesn't guarantee the quality of the site.

Many pay-per-click engines utilize editors to review incoming requests for bidding. These editors are responsible for making sure that the submitted keywords relate to the site's content.

Pay-per-click engines, however, are mostly commercial. Most non-for-profits don't have the resources for advertising. As a searcher, **choose another search engine if you're looking for noncommercial information**. Non-profit organizations should think twice before bidding at a pay-per-click search engine. Chances are their audience won't be using it.

Should I use pay-per-click engines?

This decision is individual for every company. You should check keywords and prices for your site before answering this question.

Pay-per-click engines may prove to be cheap advertising for your web site. The most popular pay-per-click engine, Overture.com, is one of the Top 10 search engines. Overture.com attracts many searchers and advertisers. Since search engine optimization may be a long, expensive and fruitless process for some sites, Overture.com presents a perfect opportunity for a high ranking on a Top 10 search engine. Traffic generated by pay-per-click engines is usually more targeted than from other engines (this is because webmasters can control keywords they are found under).

Note: Overture.com also distributes its top 3 results on Altavista, MSN, Yahoo, Lycos, Hotbot and other major search engines. If you're in a top 3 position at Overture, watch your campaign carefully. Because of so much exposure, these listings can get more clickthroughs than you expected.

Another highly regarded pay-per-click program is [Google's AdWords Select](#). Google uses both customer's per click dollar amount and click-through rates to rank the ads. Google also offers many useful tools, such as an automatic discounter, which lowers your bid amount every time there's a gap.

Joining the pay-per-click landscape is the former directory LookSmart.com. LookSmart recently converted all of its directory customers into pay-per-click customers. Those who wish to submit to LookSmart, must pay a \$49 registration fee and then purchase keywords.

More benefits of pay-per-click

Another benefit of pay-per-click engines is instant traffic. Achieving high rankings may take a long time, but with pay-per-click engines people find you immediately after you set up your account and your bidding request is approved.

If you're considering using a pay-per-click engine as part of your online advertising campaign, visit our next section and read more about specific engines and procedures.

An Overview

Pay-per-click engines

- Work by letting companies bid for keywords
- Can be relevant for commercial content
- Provide instant traffic

Top pay-per-click engines

The only pure pay-per-click engine that has achieved Top 10 status is Overture.com. Google is among the most popular search engines and also has a pay-per-click program called "[Google AdWords Select](#)." Other pay-per-click engines are less popular but are trying to gain more recognition. The following table lists the top pay-per-click search engines and the locations of their help pages.

Pay-per-click engine	About this engine	Help page
7Search.com	http://www.7search.com/INFO-ABOUT/about_us.htm	http://www.payperanking.com/
Ah-ha.com	http://www.ah-ha.com/aboutus/	http://www.ah-ha.com/logolink/default.asp
Findwhat.com	http://www.findwhat.com/static/about_idx.html	https://secure.findwhat.com/static/ab_promote.html

Overture.com	http://Overture.com/d/about/company/vision.jhtml	http://Overture.com/d/about/advertisers/adfaq.jhtml
HitsGalore	http://www.hitsgalore.com/about.shtml	http://www.hitsgalore.com/bidrank.shtml
Kanoodle	http://www.kanoodle.com/about/PFPfacts.html	https://safe.kanoodle.com/client_services/listings/about.cool
OneSearch	http://www.oneseach.com/pages/aboutus.htm	http://www.oneseach.com/bid/signup.htm
Rocketlinks	http://www.rocketlinks.com/promotesite.cgi?link=&clicktrade=	http://www.rocketlinks.com/about.cgi?link=
SearchGalore	http://www.searchgalore.com/faq.html	http://www.searchgalore.com/add.htm
SimpleSearch	http://press.simplesearch.com/	http://www.simplesearch.com/advertise/simpleclick.shtml
Sprinks	http://sprinks.about.com/faq.htm	http://sprinks.about.com/

To bid or not to bid?

If you're thinking about using a pay-per-click search engine to promote your site, there are a few factors to consider.

- **Your marketing budget**
Do you have enough money to make pay-per-click engines a part of your advertising campaign, or should you stick with free search engines?
- **Your industry**
Consider the uniqueness of your product. Do you sell something that lots of other sites also sell, or are your products hard to find? You may already have an advantage.
- **Your competition**
What tactics does your competition use? If your top competitor is a big advertiser on Overture.com, you may want to consider bidding for a top position there as well.

How do you sign up for pay-per-click advertising?

Signing up for pay-per-click search engines is easy. Choose an engine based on how much money you want to spend and how much traffic you want. Overture.com or Google's AdWords Select are probably the best options. If you're a former LookSmart customer who was converted and now has 20 months of \$15 worth of clicks, you may consider using that to somehow salvage the investment. Choose smaller engines if you want less of a traffic boost.

To register with a pay-per-click engine, simply visit its sign-up page. The above table lists the sign-up pages for many pay-per-click engines.

You'll need to provide the following information when signing up:

- Contact information (Name, address, phone number, e-mail, company name)
- Site URL
- Keywords you want to bid on
- Amount of money you're bidding for every keyword
- Site description
- Credit card information

Your request will probably be reviewed in up to five business days. If approved, your bids will appear immediately.

Choose the right keywords

The most important factor in pay-per-click positioning is choosing the right keywords to bid on. First, irrelevant keywords will be rejected, so choose only those keywords that relate to your site's content. Second, **relevant keywords mean targeted traffic**. Since you're paying every time a searcher clicks on your site, it's crucial to make sure that every click is worth the money.

The cost of a top position for a given keyword is also a factor. Ask each engine to provide you with the rate of click-throughs for the top 10 positions on every keyword you're considering. Try to find inexpensive keywords that relate to your site. If you can't afford the number-one position for a given keyword, being fifth can still pay off.

Analyze results

If you don't have your own traffic monitoring service or software, pay-per-click engines will provide you with reports that show how many people clicked on your site's link and what they searched for.

The pay-per-clicks swear on the integrity of these reports, so pay careful attention to them. Analyze the following elements:

- **Projected vs. actual click-throughs**
Did your advertising perform as well as you expected? Did you get too much or too little traffic? Consider this when deciding on future keyword purchases.
- **Your revenue**
The purpose of advertising is to attract more visitors and sell more products or services. If your traffic increased but your revenue didn't, evaluate your keywords. Can you think of better keywords that will attract users who are looking for your products or services?
- **Web stats**
If you have a software package or a service that tracks your usage statistics, note which pages your pay-per-click visitors use most (usually in the "path summary" report). See if you can find any patterns. This will help you understand those users' interests and choose future keywords.

Analyzing your pay-per-click marketing efforts will help you decide how this form of advertising can benefit your business.

An Overview

Using pay-per-click search engines

- Consider your industry, budget and competition
- Choose relevant keywords
- Analyze both traffic and sales to measure effectiveness

Submitting your web site manually to top search engines may sound like a good idea... if it has five pages. If your web site is large, manual submission will take too much time. Deep submit (submitting every page to each engine) will mean that to submit only ten pages to top ten search engines, you will need to do 100 submissions!

How to choose a submission service

Choosing the right service or software for your site submission will save you time and ensure comprehensive submission.

Manual submission to top search engines is still recommended for the home page and other pages that you think will score high.

What should I consider when choosing a service?

- **Your budget.**

If your marketing budget allows it, choose a service where people that specialize in search engine optimization and submission will do the submissions for you. These services can be quite expensive.

If your marketing budget is rather scarce, look for a web-based or software service. The range of prices is wide, from free services to about \$400.

- **Your preferences.**

Choose what you're most comfortable with. Some people prefer the ease of online submissions, while others like the security of software programs.

- **Reviews.**

Search the web for reviews of the software in question. Look for testimonials and guarantees, such as "your site will be indexed or we will resubmit every week." These promises from reputable companies show confidence in the product, and add security to your investment.

What features should I look for when choosing a service?

Basic Necessities: (crucial features)

- **Search engines and others.**

Look for services that will promote your site to top and country-specific search engines. You may also want to pick a service that submits to thousands search engines, or you may want to go with only the most important ones. Never use software or an online service submit to [directories](#). A service that lets you choose which search engines should be included can be very beneficial.

You may also want a service to allow submissions to link pages, award sites, classifieds and so on.

- **Deep Submit.**

If your software is asking you for the URL of every single page, you may as well do manual submission. Choose a service that will spider your site automatically (either from the web or your computer). This will save you time and make sure that every page is submitted. Check how many URLs are allowed for each service.

- **Reports.**

It's important that the service you choose logs every submission. Reports should be printable, and easily accessible. This feature adds security to automatic services by letting you confirm the submission status of each page.

Web site submission information

- **Verification.**

Look for a service that verifies submissions automatically.

This will help ensure that all pages are submitted properly.

Optional luxuries (nice, but not crucial)

- **Re-submissions.**

Some web site submission services add value to their packages with re-submissions. Since both your content and search engines' algorithms change, you may want to resubmit your site every so often. If this feature isn't too expensive, we recommend it.

- **Search engine readiness check.**

Though this option isn't necessary if you did all the optimization carefully, it can still be useful.

- Readiness checkers make sure that your HTML is valid, that links are working properly and that your pages have [titles](#) and [meta tags](#).

Smart Submission.

Some services, such as [PositionPro](#) and [Search Engine Commando](#) have built-in formulas that will submit all pages in a non-spam way (not at once.) One or more page is submitted every day depending on search engine specifications and the service. Pages are submitted automatically every day until the whole site's been submitted.

Multi-functionals

Most of the submission tools that you'll encounter will be able to do two or more of the above functions. If you have many options available, we recommend tools that offer deep and smart submissions, reports and re-submissions. If you prefer a software package, WebPositionGold is a good choice. It will submit your pages (although there is no deep or smart submission), report your rankings, help you create doorway pages and optimize the ones you have.

PositionPro is an online package that focuses more on submission than optimization. It has both deep and smart submissions, rankings reports and readiness check. There are some maintenance features that can prove to be useful to a busy webmaster.

Tips for URL submission

As you begin submitting your site to search engines, don't forget two important steps:

- **Deep Submission**

Search engines claim their spiders follow all the links in the sites they visit, indexing every page linked to the home page. But many submission gurus debate this statement. To be safe, it's a good idea to submit every page in your site independently, a practice known as **deep submission**.

Deep submission ensures that all your pages will be indexed. However, since many sites consider the practice of submitting numerous pages each day to be [spam](#), use the table below to determine how many pages you can safely submit per day.

- **Logging**

Always record the date, time and outcome of your submissions. You can use these logs to decide when to submit next. Your records will also come in handy if you ever need to e-mail a

search engine representative to follow up on a slow listing process. Yahoo!, for example, always asks for the exact date of a page's submission when considering questions from webmasters.

If you use a piece of software to submit your site automatically, make sure it creates reports that you can view and print.

How much, how long and when?

Search engines vary in all sorts of ways -- they use different indexing formulas, require varying amounts of time to index sites, and apply different definitions of [spam](#). For example, Google allows webmasters to submit an unlimited number of pages per day, while AltaVista allows a maximum of five submissions per day.

The following table provides information about submitting your site to top search engines. It includes data gathered from search engines' help pages and the results of our own research.

You may wish to print the following table for reference.

Site submission information:

Search Engine	Maximum pages allowed per day (for deep submission)	Time required for indexing (search engines' estimates)	Time required for indexing (our estimates)	Additional information
AltaVista	5	28 days	1 month	Pages that weren't submitted will take longer to get indexed.
Google	5	Not mentioned	3-4 weeks	
Hotbot	50	3-7 weeks	3-8 weeks	Consider Inktomi's paid inclusion program, found at

				http://www.positiontech.com
Lycos	no limit*	Not mentioned	3-6 weeks	Submit to Fast at http://www.alltheweb.com , search provider or use the paid program

* **Note:** Some search engines say they'll accept an unlimited number of page submissions each day. However, to guard against any possibility of being penalized for spamming, we recommend submitting no more than 50 pages per day.

It may take a while before search engines index you. Submit your site and wait patiently. If your rankings don't go up after two months, [re-optimize](#) and resubmit your site.

Stealth Marketing....Its WORTH THE TIME

Almost every major site, Yahoo, AOL, Excite, MSN, Google and others have what they call groups or communities. They are FREE to join and participate in. Some of these groups/communities have tens of thousands of members. Others have hundreds.

The beauty of these groups and communities are they are classified by interest.

For the sake of brevity we will explore [Yahoo Groups](#). The same basics will apply to all the others.

1-Open a FREE Yahoo e-mail account: <http://mail.yahoo.com/?intl=us>. When filling out the profile make sure you state you age as at least 21. Nothing else has to be real. we have over 20 Yahoo accounts some are female names, others are male and some are non-descriptive. Make sure you write down your Yahoo Name, we recommend using the same password for all your Yahoo e-mail accounts, its easier.

2- Enter Yahoo Groups: <http://groups.yahoo.com/> on the left is the sign in. Use you new Yahoo e-mail account and password.

3-Once you sign-in look in the center there are 2 columns of categories. Click on "Recreation & Sports". Then click "Automotive". Then click "Automotive Groups".

Group 2 is "2004-prius" Today it shows 3564 members. Enter the group by clicking on "2004-prius".

4-You now have to join this Group, but first lets tour this "2004-prius" group.

- On the right side, Group info:
- This lets you know How many members, when it was founded and what language this group is in.

Just below is Group Settings:

- Open Membership: anyone can join, some state they are restricted and this indicates the person that started the group wants to check your profile before they approve you joining.
- Un-Moderated, no one checks what's going on some are moderated, which means the person that started the group keeps watch and may edit everything that occurs.

- All-Members may post, this lets you leave any message you desire. Some are Moderated, which indicates all messages, must be approved before they are visible or sent to there members.

5-On the top of the right hand column click “Join this Group”

- Your Yahoo e-mail address will automatically appear under e-mail address.
- Under Message Delivery check, Special Notices or you new yahoo e-mail box will fill quickly.
- At the bottom click Join

You are now ready to post a message, that will be e-mailed directly to a member of this group (25%) or deliver via a daily newsletter (55%) or visitors can read in the group (100%).

Leaving a message.

First create a friendly message. Make it seem like you found something unique that you want to share.

Tips:

- Do not write: we found the best dog treats in the world make sure you buy some today.
- Write: My dog is a finicky eater and we have tried what feels like hundreds of dog treats, last week a friend gave me a sample of Grandma Bowser dog treats. What a hit they were with Ralf (my 6 year old golden retriever). <http://www.grandmabowser.com/> is the place to try them.
- Create your message using word. Once you are happy you can Copy and Paste the same message time after time.
- When composing a message always use <http://www>. By using this format the URL in your message is click able and anyone clicking on it will go directly to your site/portal.
- Do not leave more then one message a week in any group.
- It does not matter if the group has no relationship to your product. Your only interest is getting the word.

Whenever you login with you Yahoo e-mail address all the groups you joined will be on the left hand side. Just click on one and you will go directly to that group.

“Marketing is Making it!”



APPENDIX

- BSP Rewards “Standard Pricing”.
(Beryl’s World has “Special Pricing” as noted above)
- UBOC information
- Internet Glossary of Terms

Corporate Client Price Schedule

Effective 01/ 01/ 04

we give

BSP

we redeem

Welcome To BSP Rewards

BRANDED CORPORATE REWARDS PROGRAM \$50,000 set up + \$499/mo. data base maintenance/customer service

This program is designed to build brand and brand loyalty for major corporations and major retailers with major databases and that auto enroll their customer base both and "give & redeem" BSP Rewards under their own brand – in retail locations and/or on line.

Includes:

- Branded Rewards Program and Web Site
- Customer/Member auto enrollment
- Residual Revenues
- Redemption Profits
- Access to BSP merchants
- Speed to market
- Increased traffic
- Data maintenance
- On-line reports with 24/7/365 updates
- Auto responder program/viral marketing program
- Cross marketing to BSP Members
- Publicity Campaign (with *minimum* of \$100,000 in media value)
- Customer Service 24/7/365
- *Optional Customized and Branded World Wide Web Portal*

ORGANIZATION MEMBER PROVIDER ONLY PROGRAM \$4,995 set up + \$249/mo. data base maintenance/customer service

This is a "special" program designed to monetize a membership base and generate fundraising for non-profit organizations and affinity groups that auto enroll their member base.

Includes:

- Branded Rewards Program and Web Site
- Residual Revenues
- Speed to market
- Data maintenance
- On-line reports with 24/7/365 updates
- auto response program
- Customer Service 24/7/365
- *Optional Customized and Branded World Wide Web Portal*

FRAMED SITE PROGRAM \$0 set up + \$29/mo. data base maintenance/customer service

This program includes a BSP Rewards site framed with a "branded header only" and is designed for a smaller company or organization that wishes to auto enroll their data base, add new members and generate residual revenue utilizing the BSP branded site in lieu of a branded program under their own name..

AFFILIATE PROGRAM \$0 set up + \$0/mo. data base maintenance/customer service

BSP Rewards provides a banner and a link to existing web sites and pays a commission for sales generated through that site.



1515 N. Federal Hwy, Suite 300 Boca Raton, FL 33432 Phone 561-392-4550 Fax 561-864-1065 www.bsprewards.com www.medianetgroup.com



Private Branded Rewards Program

Companies reap big benefits when they offer their customers rewards for loyalty. Unfortunately, loyalty/rewards programs are too costly and don't build your brand name.*that is until now.*

You can now have all the benefits of your own **branded loyalty/rewards program** without the multi-million dollar cost! You can now reward your customers with a unique, customer loyalty program that is FREE to them and offers them rebates on purchases of your products and those in our participating network including hotels, travel, restaurants, clothing, specialty and a myriad of additional items and services they buy every day anyway.

Your OWN BRANDED MULTIMILLION DOLLAR REWARDS PROGRAM includes front and back-end technology at an unbelievably low cost. *(cost and feature information on reverse side)*

The BSP program offers **participant** retailers and service organizations the ability to both **give*** and **redeem** BSP Rewards (at regular prices and full margins). This gives members reason to visit for both purposes and allows the merchants to benefit from the increased visits and enjoy the redemption sales profits.*and the opportunity to market to millions of other BSP members.* *percentage ranges from 2% -15% depending upon industry.

Member Provider Benefits:

- **FREE** to Join
- FREE to give away as Value Added Benefit – *auto enroll all of your customers/members*
- A substantial passive residual revenue stream on rewards earned by members they enroll
- Cross marketing to millions of members
- Greatly increased web traffic as your members return to check on their rewards *(we send auto responder messages for you with each purchase)*

Merchant Benefits:

- **FREE** to Join
- **FREE** membership to give away as Value Added Benefit to your customers
- You decide the % to rebate as a marketing incentive *(you give and redeem)*
- Increases your sales and profits as a redemptions center (also increase store and web site traffic)
- A substantial passive residual revenue stream on all rewards earned by customers you enroll

Member Benefits:

-
- **FREE** to Join
- Earn up to 10% rewards from national retailers and 50% savings at neighborhood restaurants.
- *BSP Rewards are on top of, and in addition to, rewards already attached to their credit cards.*
- The opportunity to redeem points at your company or at thousands of participating merchants and companies locations across the USA. *(Initially on-line and then in brick and mortar locations).*
- Members shall also receive other benefits that include special offers and services available through the BSP Members Benefits program.

The BSP Difference

As a member of **BSP Rewards Network** you have the opportunity to *increase your sales, profits and traffic as an authorized redemption center(at your full margins)* , *PLUS receive a percentage of all the rewards earned by your members, no matter which of the national and local merchants they buy from. That's exciting!*



...to name a few [over]



Welcome To BSP Rewards 2 Great WEB MERCHANT Branded Loyalty/Rewards Programs

Fully Branded or Framed....that is the only question.

FREE TO YOU - As a web merchant you can take advantage of loyalty/rewards program that we design and manage for our corporate clients at a charge of \$50,000 design + \$499/mo. data base maintenance/customer service.

You can now enjoy benefits and enhanced revenues with your own Branded Loyalty/Rewards program **FREE ***.

We can build you a *multi-million dollar branded program* that will generate customer loyalty and generate substantial revenues as an *authorized redemption center to millions of members*.

Fully Branded Special Program for On-Line Merchants

This program is designed to build sales and brand loyalty for on line merchants that auto enroll their customers and "give & redeem" BSP Rewards under their own brand – with all sales to their customers and the all customers in the BSP Network and become a redemption center for all BSP customers in the entire network. You earn overrides on all your members and have a "special" traffic generating program.



Program Design Fee -0-



Monthly Data base maintenance -0-

* One time activation \$195

Framed Program for On-Line Merchants who have a "one time" customer sale program

We will frame the BSP Rewards site with your web site header. This program is designed to build sales for on line merchants who don't have repeat customers but that enroll their customer data base and "give & redeem" BSP Rewards to their enrolled customers and all the customers in the BSP Network and become a redemption center for all BSP customers in the entire network.

The difference:

- **With a FREE branded program you auto-enroll every customer as member and give rewards with each sale to your customers and all members in the BSP program - build repeat sales and loyalty.**
- **With a framed site, you give rewards to customers that you previously enrolled or are already members in the BSP program at the time of purchase.**

Visit www.bsprewards.com to see how this program works.
Look around and then click on the "Corporations/Charities" link for more information.

For quick answers call our VP on his direct line 561-213-5651



Welcome To BSP Rewards
FREE
WEB MERCHANT
Branded Loyalty/Rewards
Program

Your key to increased sales, profits and traffic!

FREE TO YOU - As a web merchant you can take advantage of loyalty/rewards program that we design and manage for our corporate clients at a charge of \$50,000 design + \$499/mo. data base maintenance/customer service.

You can now enjoy benefits and enhanced revenues with your own Branded Loyalty/Rewards program **FREE** *.

We can build you a *multi-million dollar branded program* that will generate customer loyalty and generate substantial revenues as an *authorized redemption center to millions of members*.

Special Program for On-Line Merchants who "give and redeem rewards" through their own branded rewards program and membership in the BSP Rewards Network.



Program Design Fee -0-



Monthly Data base maintenance -0-

This program is designed to build sales and brand loyalty for on line merchants that auto enroll their customers and "give & redeem" BSP Rewards under their own brand.

Includes:

- **Your own Branded Loyalty/Rewards Program and Web Site FREE** * One time activation \$195
- Customer/Member auto enrollment program
- Residual Revenues overrides on all rewards earned by your members on all purchases across the BSP network
- Redemption Profits at your normal prices. You become an official "redemption center"
- Inclusion in the BSP Merchants Network
- Speed to market (as quick as 1 week)
- Increased traffic from built-in Auto responder program/viral marketing program
- Cross marketing to millions of BSP Members
- Data maintenance
- On-line revenue reports with 24/7/365 updates
- Customer Service 24/7/365
- *We administer the entire program for you!!!!*

Visit www.bsprewards.com to see how this program works.
Look around and then click on the "Corporations/Charities" link for more information.

For quick answers call our VP on his direct line 561-213-5651



1515 N. Federal Hwy. Suite 300 Boca Raton, FL 33432 Phone 561-392-4550 Fax 561-864-1065 www.bsprewards.com www.medianetgroup.com



FREE *Private Branded Loyalty Rewards* *Program for Web Merchants*

Companies reap big benefits when they offer their customers rewards for loyalty. Unfortunately, loyalty/rewards programs are too costly and don't build your brand name....*that is until now.*

You can now have all the benefits without all the cost while rewarding your customers. We will provide you with a complete BRANDED loyalty/rewards program for FREE, including administration that will keep your customers coming back over and over again PLUS cross marketing to millions of members in our network. Your OWN BRANDED REWARDS PROGRAM includes front and back-end technology and an optional BRANDED MULTI-MILLION DOLLAR CUSTOMIZED & INTEGRATED WEB PORTAL.

Our BRANDED program offers **participant** retailers and service organizations the ability to build their brand and both **give*** and **redeem**** your own BRANDED Rewards while being a part of an outstanding network of companies and merchants that also drive business to you. Your loyalty/rewards program stimulates your customers with an incentive to buy and then to re-visit to buy again and redeem. Merchants benefit from the increased visits and enjoy the **redemption sales profits**...*and the opportunity to market to millions of other BSP members.* *percentage ranges from 2% -15% depending upon industry. **at your normal price and margin

Your Benefits:

- **FREE Branded Loyalty/Rewards website**
- **FREE Membership** for your customers and all your customers become your enrolled Members
- You auto-enroll all your customers as a Value Added Benefit (*incl. opt out option*)
- *You decide the % you give as a marketing incentive rebate **
- Increases your sales and profits as a redemptions center (*also increase web site traffic*)
- You will be part of a customizable network of national participating merchants and organizations
- **Cross marketing to millions of other BSP members**
- Greatly increased web traffic as your members return to check on their rewards. *We send auto responder messages for you with each purchase from you or throughout the network for your customers to re-visit you to review their rewards and your special messages and/or promotions.*
- ***A substantial residual revenue on all rewards earned by your customers- throughout the network***

Member Benefits:

- **FREE** to Join
- **Loyalty incentives from you**
- **Rewards on the "widest range" of goods and services they buy every day anyhow**
- Additional Rewards from a network of top national merchants
- *BSP Rewards are on top of, and in addition to, rewards already attached to their credit cards.*
- The opportunity to redeem points at your company or at thousands of participating merchants and companies locations across the USA. (*and vice versa*).
- Members shall also receive other benefits that include special offers and services available through the BSP Members Benefits program.

The BSP Difference

Why give away air miles or points on your sales that are redeemable for someone else's merchandise – where they make the profit and build their brand? Why give away 25-50% off coupons for a single sale? Give your own rewards with each sale, build your brand, we will market you to millions in our network as a redemption center and you enjoy the redemption profits. All this with a loyalty/rewards program branded for you. ***That's exciting!*** Visit www.bsprewards.com and picture it as your branded program.

The UBOC Program

"Marketing is making it!"

Beryl Wolk! Our company was founded in 1929 and comprises 21 entities and over 500 joint ventures and 109 consortia devoted to Multi-Media/Direct Response Marketing. With 1,250 employees, we service 175 of the nation's leading companies as well as emerging businesses.

By using his vast resource of marketing available to and through IMC, the IMC participants now have the opportunity to drive traffic and share web visitors through our dynamic cross promotion with other IMC sites and a multitude of other media sources, available to IMC.

The Ultimate Business Owners Consortium represents the culmination of Beryl's Vision. All of his Clients doing business with one another on one platform! Building each other while they build a [Better World!](#)

UBOC offers community members a wide variety of income opportunities.



The individual can register as:

- a.) A member - Is eligible, at no cost, to purchase and receive Rebates!
- b.) A Professional - Can have an information site that creates awareness in a whole new market!
- c.) A Rep - Is a member that can market participation in UBOC!
- d.) A Storefront/Rep - Is a Business that receives an e-commerce website in the UBOC Community to market it's goods and/or services. They can also market those of all the other storefronts in the community as well. A Storefront also receives rebates on it's purchases!

UBOC has the potential to help many individuals and businesses realize income potential they could never have imagined!

How? Because the UBOC business community supports one another. Each member helps the other grow. It's not just up to you!

There is additional support and training available as well!

Internet Glossary

A

Ad clicks: When a visitor uses an advertisement link to go to another website.

Ad copy: The text used for an advertising campaign.

Ad inventory: The number of ads a website or publication can sell in a given period.

Ad views (or impressions): When a visitor pulls an advertisement's image from the server, it is assumed they saw it and have the opportunity to visit the advertiser's website by clicking on the link. One person looking at one ad.

Access service provider: A company providing access to the internet through a variety of methods, possibly including dial-up, cable modem, wireless, and DSL.

ActiveX: A programming language supported by Microsoft Internet Explorer which works a lot like Java. ActiveX is more invasive than Java, and can transmit computer viruses. If you use Explorer, turn off ActiveX.

AIM: AOL Instant Messenger.

Affiliate program: An advertising program offering a monetary incentive for webmasters to drive traffic to the advertiser's website. This eliminates the necessity for the advertiser to find websites with related content to list their banners. It also increases the response rate by giving the "affiliate" websites a stake in the response rate. Affiliate programs are a great plan for the websites offering them, but the websites that participate often become underpaid sales representatives.

Article bots: Computer programs that search for articles on your favorite subject. They're the oldest bots. Find one of your own at BotSpot.

ASL (or a/s/l): Marketing abbreviation for the Age, Sex and Location of people an ad will be presented to. Many experienced advertisers and ad agencies will ask you for this demographic information about your website or newsletter.

Augmented product: A product that is improved in some way. An example would be a bacon cheeseburger (as opposed to a simple hamburger).

Authentication: Technique which allows access to certain webpages only by offering a username and password. This process shows that the person entering the pages is an authorized user.

Autoresponder: A program which will respond to your email immediately with a pre-designed response. They're great for confirmation messages, but be careful not to rely on them too heavily.

B

Bandwidth: How many bits are transferred between the server and its visitors. The more (and bigger) graphics and downloadable files you offer on your website, the more bandwidth your site will take, increasing the time visitors must spend on your website, and the amount of resources your host must spend on you. Taking up too much bandwidth may drive visitors away or force your host to charge you more to support your website.

Beacon pages: A webpage created to increase search engine rankings by increasing the number of "related" pages linking to your main website. They take advantage of search engines' new emphasis on

pages that have many links from related websites in determining relevance to a search term.

BCC: Blind carbon copy. This is a field in your email program that will send a copy of your message to a person without the primary recipient knowing. The email address of the BCC recipient will not appear on the resulting email, and any replies to the message will not be sent to them.

BRB: Chat or bulletin board abbreviation for "Be right back."

Browser: A program used to find and interpret HTML documents on the internet. The most popular browsers are Microsoft Internet Explorer and Netscape, in that order.

BTW: Email and newsgroup abbreviation of "by the way."

C

Campaign: The advertising and promotion done during a given period of time.

Catch-all: A program that allows any email sent to your domain to go to a particular email address. That allows any email sent to a misspelled or unused username will still get to a person who can deal with them.

CGI script: A program, often written in the PERL programming language, written to run on any computer. They add value to a website by doing any number of cute things. For example, a CGI script can send a visitor to a "thank you" page when they submit a form. They normally go in a separate folder from your HTML files.

Click through rate: The percentage of users who click on a viewed advertisement. It shows how effective the ad is, when compared to the average rate of the media.

Client: The browser used by a visitor to a website.

Client errors: An error occurring due to a bad request by the visitor's browser, such as typing in a page name that doesn't exist. Client errors will show error numbers in the 400 range in your log analysis program.

.com: Suffix indicating a commercial domain.

Comment tag: An HTML tag. <!-- Your Comment Here --> It is invisible to your website visitors, but many search engine spiders index them. Use them to mark parts of your page for future revision, as another place to put your site description, and possibly another place to list keywords.

Cookies: These aren't the kind your Grandma used to make! Web cookies are files containing information about visitors to a website, like username, password, and what they want to buy. It is stored on the visitor's computer, and sent back to the website that created it when the visitor comes back or gets to the order page. Cookies can also retrieve information like monitor resolution and platform to webmasters who intend to use this information to improve their website.

core product: The product a business is built around. For instance, McDonald's core product is the Big Mac.

Counter: A CGI script which counts the number of times your page is requested by visitors. Remember that a visitor which visits your page more than once will be counted every time.

CPA: Cost per action for banner ads. This is the best type of rate to pay for banner advertisements, and the worst type of rate to charge. Advertisers only pay for the visitors who click on their banner and

then sign up, fill out a form, or purchase something on their website. This is most common for Affiliate Programs. My opinion is this type of payment arrangement is already an endangered species, and will soon become extinct.

CPC: Cost per click through for banner ads. The advertiser only pays when a visitor clicks on their banner (whether or not the visitor waits for their page to load before leaving). Look for this type of rate when you plan to place a banner on a website with related content.

CPM: Cost per thousand (impressions or subscribers). CPM is a marketing term you will see often when researching banner and magazine ad rates. It helps you determine how much you are spending per person viewing your ad, and the company by allowing them to charge more as their subscriber base or hit count increases without changing their posted ad rates. If you are planning to offer advertising, this is the way to do it.

Cracker: A person who breaks into copyrighted software to illegally duplicate it or remote computers to destroy information.

CSS: Cascading Style Sheets. They let you assign the look of different elements of each webpage in your website. They're an HTML 4.0 feature, so older browsers may not support them.

Cyberspace: The Internet. The phrase was coined in 1984 by William Gibson in his book, *Neuromancer*.

D

DBMS: DataBase Management System.

Demographics: The types of people looking at a given advertising medium. (For example: 25-30 year old males making \$50,000-\$100,000 per year, with blond hair and green eyes.)

Dial-up service provider: An Internet Service Provider accessible through telephone lines by modem.

Digest: An email message containing several postings to a mailing list. Lists often inundate members with postings, and digests help people with less time keep up.

Directory: A list of websites, usually organized by category. Many directories are searchable, but they are different from search engines because they just list your home page. They don't spider your site, so any hidden descriptions or keywords will not count toward the relevancy of your page in any given search.

Discussion list: A group of people discussing a particular topic by email.

DNS: Domain Name Server. A program which automatically translates domain names into their correct IP address

Domain: An area on the internet assigned to a particular company. Each area is assigned its own numeric IP address and a text name. If one server has more than one, they are considered "virtual" domains.

domain name: The text name assigned to a website. A domain name example would be www.busymarketing.com.

Doorway pages: A webpage designed to rank well on a specific search engine for a specific Keyword Phrase These pages usually rely on frequent repetition of the keyword phrase, and often try to "trick" search engine into ranking them well. See my article on Doorway Pages for more information.

Download: The transfer of information from the Internet to your computer. The information could be a webpage, email, or a program. Downloading things can be dangerous, so be sure to use Protection before engaging in intercourse with other computers. (In other words, if you're going to be on the Internet, get a good virus protection program.)

DSL: Digital Subscriber Line. A method of connecting to the Internet permanently via a high-bandwidth phone line. They're faster than dial-up service, and you can be on the phone and the Internet at the same time without purchasing an additional phone line. They're also more expensive and temperamental than phone lines.

DSVD: Digital Simultaneous Voice and Data.

E

E-Commerce: The ability to sell goods and services over the Internet. To enable your website to sell goods and services, you need a merchant account (to process credit cards), a secure server for your form, and (if you have more than one product) a shopping cart program to "remember" what your customers want to purchase. If you anticipate a large volume of purchases, you may need a separate company to provide real-time processing of your credit card transactions.

.edu: Suffix indicating an educational domain.

Email: Electronic mail. A wonderful, free marketing tool and a great way to keep in touch with friends, family, business associates, and website visitors. If you don't have an email address, what are you waiting for? Your Internet service provider should give you one, your web host should give you one if you have your own domain, and you can get them for free on the World Wide Web or by using Juno.

Email address: The first part of an email address is the username, which identifies the person you want to contact. The @ symbol is after the username, and before the host name. The host name identifies the computer or email service the person uses. A three-letter suffix is added (separated with a dot) after the host name. The most common suffixes are: .com (commercial), .net (network), .org (non-profit organization), .edu (educational), .gov (government), and .mil (military). Any two letter suffixes after the three letter suffix identify a country: .us (United States), .uk (United Kingdom), .de (Germany), .ca (Canada), .se (Sweden), etc. The host name and country suffix are unnecessary if your information is the same. (If you use AT&T Worldcom and so does your best friend, you can address email to just her username, and if you live in the United States, you'll never see a .us suffix.)

Encryption: A program that scrambles and unscrambles data on a network, so personal information located there is unintelligible to unauthorized people. Even if a website's form data is encrypted, if it is sent via email it becomes accessible to anyone. If you are setting up E-Commerce on your website, be sure to store your customers' data on a secure server.

Ethernet: The most common method of networking computers in a local area network, since it can be used with any kind of computer. It also provides fast connections and (if the network has a direct connection to the internet), can provide fast and constant connections to the Internet. Most University of California campuses now offer Ethernet connections to their students in the dorms for free - all they need is an Ethernet card in their computer!

Extended product: A product that is added to in come way. An example would be a Big Mac Value Meal (burger, fries and a soda rather than just a burger).

Ezine: An electronic magazine, often sent via email and/or posted on a website. These "magazines" are

usually short, and are often free. we strongly suggest signing up for free ezines in your field and starting one of your own as marketing tools. Signing up for your competitor's ezine helps you keep up to date with what they're doing, and can give you ideas for your website.

F

FAQ: Internet abbreviation of "frequently asked questions."

Flame: To send an angry or malicious comment to a newsgroup, chat room, bulletin board, or via email. Doing so is considered bad; so if an online comment makes you angry, don't send your response until you've cooled down a bit! Derived words include: flaming, flamer, and flame war (which is basically a nasty online argument).

Forms: A set of HTML commands which allows the author to control information sent to them by visitors. Forms can make it easier for visitors to give feedback because the author does all the work. All the visitor has to do is answer the author's questions. (Other times, forms aren't any easier to fill out than an email screen, and the tiny input areas make it more frustrating.)

FTP: "File Transfer Protocol." This computer language allows you to get files from and send files to any type of computer over the Internet. Under most circumstances, your browser works very well for transferring files between computers, but when you have your own website, it's helpful to have a specialized program to update it.

FYI: Internet abbreviation for "for your information."

G

G: Email and newsgroup abbreviation for a grin.

Generic product: A product which is the same for all competitors. An example would be a hamburger (small bun, ketchup, mustard, two pickles and a tiny patty - every fast food joint offers one).

Gif: A type of graphic understood by all graphic browsers. They were introduced by CompuServe back when graphic browsers were young. Now, they are the most flexible graphic format, allowing transparent backgrounds and animation.

Gopher: A menu-driven interface for the Internet. This system is now obsolete; it was almost entirely replaced by the World Wide Web four years ago, when we first encountered it.

.gov: A suffix indicating a government domain.

GUI: Graphical User Interface. A program that uses icons rather than commands. Windows uses GUI; Unix and DOS use command-line interfaces.

H

Hallway pages: Most search engines which scour the Internet for new WebPages to add to their database give better rankings to pages they "found" than pages that were submitted on the "Add URL" page. Hallway pages are basically a list of links to all the pages in a website that the designer wants indexed by search engines. By submitting the Hallway page, rather than the index page, the website is likely to be indexed faster, more completely, and get better rankings.

Hidden input tags: Form tags which visitors will not see when visiting your site. Some search engines index them. For example: `<input type="hidden" name="Description" value="Your page description here.">`

Hits: Hits are simply requests for files from visitors. Each HTML document and graphic file counts as a separate hit, so they aren't an accurate representation of the number of different visitors to your site, but sometimes they're all you've got.

Home page: The main or entrance page to a website. The page visitors are sent to when they type in your URL without adding a specific page name. Home pages are usually named index.html, home.html, or default.html. (we recommend index.html, since all hosts support that name.)

Host: Your Internet service provider host is the computer you connect to for Internet access. Your website host is the computer where your website files are located, which allows visitors access from the Internet.

HTML: "Hypertext Markup Language." HTML is a simple programming language everyone uses to author his or her webpage. (Programs which claim to avoid the necessity of learning it translate your document into HTML.)

Http: Hypertext transport protocol. The language used to move web pages across the World Wide Web.

Hypertext: A term used to describe associative writing, as opposed to linear (narrative) writing. People follow links in the text to read it their way, rather than how the author wrote it. Web pages are hypertext, and so are many CD-ROMs and computerized help systems.

we

IMHO: Email and newsgroup abbreviation of "in my humble opinion." IMO & IMNSHO are variations that aren't humble.

Iming: Instant Messaging, or chatting on-line.

Insertion order (IO): The contract between an ad buyer and the ad seller.

.int: A suffix indicating an international domain. (we've never seen it, but Web Trends assures me it exists.)

Interstitial: A web advertisement that appears on its own page. They aren't clickable, so they've lost popularity since introduced. When a visitor clicked on a link, the ad would appear briefly before the page they wanted.

IO: Insertion Order. It is a binding contract on one piece of paper that outlines the ad sale you are making. It must be signed by your ad client.

IOW: Email and newsgroup abbreviation of "in other words."

IP address: The Internet protocol address identifying a computer connected to the Internet. Every computer (including yours) is assigned one when they log onto the Internet. Servers always use the same IP address, but if you get Internet access through a large dial-up Internet service provider, you may be assigned a new IP address every time you log on to the Internet.

IRC: Internet Relay Chat. A system, which lets you join real-time text conversations over the Internet.

ISDN: Integrated Services Digital Network. A digital alternative to phone lines for connecting to the

Internet. Like DSL, it's faster than analog modems, more expensive, and allows you to talk on the phone and be on the Internet at the same time without additional phone lines. We think DSL made ISDN obsolete by being faster and cheaper.

IRL: Chat and newsgroup abbreviation of "in real life."

ISP: Internet Service Provider. These are the companies who supply Internet access to people who don't have their own servers. It is best to find one, which is fast, reliable, and inexpensive. If you travel often, choose a national provider whom you can access from anywhere you're likely to go. If you are overwhelmed by choices, ask your friends if they like their service or visit a website which compares the services in your area.

J

Java: An object-oriented programming language developed by Sun Microsystems. It's smaller and more versatile than C++, the popular programming language it's based on. It's useful for programming web applications, because it will run on any computer platform - Macintosh, UNIX, Windows, or DOS.

JavaScript: A scripting language developed by Netscape and Sun Microsystems that is loosely related to Java. JavaScript code can be included in a webpage along with HTML and is easier to write than Java. It is not a true programming language, though, and has limited functionality. In order for visitors to see the JavaScript on your site, they must have a browser that supports it, such as Netscape.

JK: Email and newsgroup abbreviation of "just kidding."

JPEG: Joint Photographic Experts Group (also JPG). A graphic file format, which stores images in a compressed form. They aren't as small or versatile as GIFs, but they offer better resolution, and are especially useful for photographs you want to display on the web or send via email.

K

Kbps: Kilobits per second - the standard measurement of modem speed.

Key phrases: Phrases you want associated with your website in search engines. Most people search for combinations of words rather than single words, and writing your list of keywords grouped into phrases can give you a search advantage.

Keywords: The words which best characterize your business and website. If you include them in the text of your website, search engines will associate them with your site, and return your site in searches for them.

Keyword weight: The number of a particular keyword in your document divided by the total number of words. Calculate it by copying the text of your website into your favorite word processor. Count the words, and count the keywords by using the Find/Replace option. Replace all your keywords with themselves, and the program will tell you how many there were.

Knowbie: A person who understands the finer details of computer networking.

Knowbie: An artificially intelligent computer program that automates the search for information on the Internet.

KWIM: Chat room abbreviation for "Know what we mean?"

L

Listserv: The email server managing a discussion list.

LOL: Email and newsgroup abbreviation of "laugh out loud."

Log: The record your website server keeps of who visits you, when, and which pages they visited. Make sure your website host makes these available, and then check them. A log record can show you how many pages each visitor is looking at, and differentiates requests for pages from requests for graphics.

Lurk: To read messages in a newsgroup or chat area without participating in the discussion.

M

Mail bomb: An email message sent with the intent to crash the recipient's mail server or mail reader. On many systems, this can result in the cancellation of the bomber's account. A person can unintentionally crash their message recipient's mail server or mail reader by attaching files that are too large or that are not supported by the recipient's mail server. So, don't send files that require browser attachments, and if you have to send a large file, you may want to zip it first!

Mail filter: A program that allows you to sort email before viewing it using the subject, the sender's email address, or even information in the body of the message. Eudora and Pegasus both have mail filtering options.

Mailing list: A list of email addresses compiled under an alias in an email program like Eudora. It allows you to send messages (like newsletters or announcements) to the entire group of people without using blind carbon copies (BCC:) or having every email address appear on the recipients' copies.

Marquee: A horizontally scrolling text message. Usually done with JavaScript.

Meta tag: An HTML tag which is not visible when the document is viewed. It is placed within the head tag to tell search engines the description you would like them to use in their database, and the keywords you want your page associated with. See my article on Meta Tags.

MIME: Multipurpose Internet Mail Extensions. The standard format for sending non-text email attachments, like photos, sound, video, or software.

Mirror sites: An exact copy of a website. They're often used for overloaded web and FTP sites, when the server can't take it anymore.

.mil: A suffix indicating a military domain.

MLM: Multi-Level Marketing. These are the pyramid schemes your teachers warned you about in school. They promise you'll make money with almost no effort. Don't believe them, and don't advertise where they do.

Modem: Modulator, Demodulator. A device either inside or connected to your computer, which allows you to connect to the Internet.

MPEG: Motion Picture Experts Group. The standard format for digital video and audio compression. (AKA MP3)

N

.net: A suffix indicating a network domain. (Often used as an alternative to .com.)

Netiquette: Internet etiquette. The rules of behavior for interacting with others over email, newsgroups, discussion lists, discussion boards, and chats. This includes restraining yourself when you

feel like writing angry comments ("flaming") and sending unsolicited email or posting blatant advertisements ("Spam").

Netizens: People who frequent the World Wide Web, newsgroups, and discussion lists. They understand how everything works and what all these words and abbreviations mean.

Newbie: A person just learning the ropes of the Internet.

News bots: Computer programs that customize portal sites with the information you're most interested in and sends you customized email with the latest updates depending on the way you answer a few questions. They're the simplest bots.

O

Opt-in: The people subscribed to a mailing list have asked to receive the information or advertising. (Double Op-In means the person requesting information must confirm their desire to receive it by responding to an email message after subscribing.)

Opt-out: The people subscribed to a mailing list have not asked to receive the email (it's SPAM), but they have the option of removing their name from the list if they wish. Removing your name from an Opt-Out list often has the undesirable effect of getting your name and email address on even more lists!

.org: A suffix indicating a non-profit organization domain.

P

Page views: A measure of the number of times an HTML file was requested from the server. Unlike hits, image files aren't counted. Unlike unique visitors or users, one person visiting the same page multiple times may be counted.

PERL: Practical Extraction and Report Language. The most common (and simple) language used on the Internet to add interactivity to a website, such as the processing of form data.

Permission marketing: Using Opt-In lists to send advertising material.

Pixels: A unit of picture measurement. One pixel is about the size of a period (.) in 12-point font. Web banners and other graphics are measured in pixels. A standard banner size would be 468 pixels long and 60 pixels high (468 X 60). Monitor resolution is also measured in pixels. Right now, the most popular monitors display 800 pixels wide and 600 pixels high (800 X 600).

Platform: The operating system used to access the Internet. Windows 98 and 95 are the most popular, but when you're designing your website, that doesn't mean you can ignore Macintosh, Sun, or Linux computers, which are used by significant portions of the internet community (unless your site's content is just for users of one particular platform, like "Windows 98 Annoyances").

Portal: A website where visitors can find what they are looking for. Generally, a search engine or directory. A "vertical portal" specializes in one industry or target market. A "horizontal portal" tries to have something for everyone, like Yahoo! or Looksmart.

Protocol: A set of rules for exchanging data over the Internet. These rules allow computers with different operating systems to communicate with each other.

Q

Query: The words or phrase visitors use to search a database, such as a search engine.

R

Ranking: The placing your website gets when visitors conduct a search for your keywords or keyword phrases using a search engine. (The most "relevant" response would be the top ranking.)

Reach: The amount of different types of people who see an ad or message, including a website. Popularity.

Reciprocal link: A link you place on your webpage with the understanding that the linked webpage will create a link to your site.

Referral page: A webpage which links to your website and sends traffic. The URL will appear in your website's server logs, or in The Counter's analysis of your traffic. A good referral page can be worth more than a good search engine ranking, since it is likely to last longer.

ROI: Return on investment. A marketing term pointing out that paying money to market yourself is worth it as long as you earn more money from the advertisement than you spent on it. Make an effort to measure your results from marketing efforts, so you can evaluate and improve them.

ROS: Run Of Site. An advertising package involving many ads on one website, where the website selling the space chooses where the ads appear.

ROTFL: Chat and newsgroup abbreviation of "rolling on the floor laughing."

S

Search bots: Computer programs which will search a dozen search engines simultaneously. Used by Meta search engines like Dog pile.

Search engine: A cgi program, which allows a visitor to search for words or phrases in a database of WebPages. The creator adds to the database by sending a program called a "spider" to follow links in WebPages.

Search engine algorithm: The criteria a search engine uses to determine which websites match the words or phrases a visitor is searching for.

Shopping bots: Computer programs that search commerce sites for the best deal. Also called rob shoppers, they'll find you the best deal on anything from cars to Palm Pilots.

Side door pages: Doorway Pages created to rank well on several search engines for one or more keyword phrases. They provide valuable content to the visitor, often in the form of an article.

Signature file: A small file you can create to add to the bottom of your email and newsgroup messages. Most email programs will allow you to create one fairly easily. For Netscape, create a file named .sig.txt in the default folder on your hard drive. Add your address, phone numbers, email address, URL, your company name, and/or a cute message. But keep it to four lines or less.

Source code: The HTML and Java programming of a web document. Look in your browser under View Source Code to look at a page's code. If their page does something nifty you want to copy, cut and paste their source code into a word processing program and save it.

SOV: Share Of Voice. How large a percent of a given niche or population a web or email property reaches.

SPAM: Unsolicited email. This term encompasses everything from those annoying jokes your friends send you to the multi-level marketing schemes appearing in your email box every day.

Spamdexing: Gathering email addresses from the Internet to create a database. The database of email addresses is then either used to send unsolicited marketing messages or sold to somebody else for that purpose.

Spider: A program, which follows links through websites to add or update a database (usually for a search engine, but spiders have spiders too). They look at HTML code and add information their search engines will use to determine the page's relevance to keywords and phrases. They are text-based, and often can't follow frames.

Stemming: The ability of search engines to associate words with prefixes and suffixes to their word stem. If you have "water" on your website, the search engines with this ability will also associate "watering" and "watered" with your page.

Stock bots: Computer programs that will find stocks meeting your investment criteria. Consider them your completely impartial stock broker. You can program them to find companies you want to invest in, and alert you when a company's profile begins to drift away from your criteria.

T

TAFN: Chat and newsgroup abbreviation of "That's all for now." TTFN is the Tigger variation, "Ta-ta for now."

Tangible product: "Tangible" means you can touch it. Most things we think of as "products" (such as Big Macs) are physical. An intangible product would be a service.

Target audience: The people most likely to buy your product or service, or most interested in the information you provide. The more you know about them, and have designed your product or service with them in mind, the easier it will be to sell it to them.

TCP/IP: Transmission Control Protocol/Internet Protocol. A language allowing different types of computers to communicate over a network. It's how computers talk over the Internet, and sometimes even Local Area Networks.

Telnet: A command-driven access to information on the Internet. we recommend ignoring it unless your job requires you to use it or you already understand it. Like gopher, it was around before the World Wide Web, and is being replaced by simpler methods of accessing information.

THX: "Thanks."

TIA: Abbreviation for "Thanks in advance." we don't recommend you use it with your business email responses!

TPTB: Abbreviation for "The Powers That Be."

TTYL: Chat abbreviation for "Talk to you later." TLK2UL8R is a longer variation. They both mean exactly the same thing.

U

Unique URL tagging: The practice of embedding uniquely identifying code into URLs in HTML content. This allows the website to identify visitors and how often they visit.

URL: "Uniform Resource Locator." Your website's address. (<http://www.yoursite.com>)

Usenet: The newsgroup portion of the Internet.

V

Visitor: One person coming to your website. They may access one or many pages on your site, creating multiple hits. They may even come back with a different address. Visitors are what everyone wants, not hits. Count them carefully.

W

Watermark: A background image that doesn't scroll along with the rest of the page.

Web host: A company, which keeps websites on their computers for public access. If you are paying for a company to host your website, make sure they provide redundant backups, fast and friendly support, access to your logs, and cgi script access and support.

Webpage: One HTML document accessible from the World Wide Web. One page on a website.

Website: A collection of WebPages linked together on a single topic or for a single business accessible from the World Wide Web.

WFM: Internet abbreviation of "works for me."

WTG: Internet abbreviation of "way to go!"

WTGP? Chat abbreviation of "Want to go private?"

WTHYTA: Chat abbreviation for "What the heck you talking about?"

WWW: World Wide Web, often called simply "the web." The most popular method of finding information on the Internet. The World Wide Web is a collection of documents linked by HTML.

WYSIWYG: Abbreviation of "What you see is what you get," often used in regards to HTML editors. With a WYSIWYG editor, you don't have to learn HTML code in order to design your own website.

Z

Zip: Zipping a file compresses the information to make the program smaller by actually deleting some common information. To use a file that has been zipped, you must "unzip" it. Windows 98 can automatically unzip files, but for other operating systems you may need to acquire a separate program in order to do so.