

## You don't have time to understand the Internet.

It's really simple to understand without too much trouble to learn. First a little history. During the 1960 'Cuban Crisis' the Pentagon was very troubled. They approached the 'RAND' think tank and asked about designing a communications system that would work during a multiple missile attack. In other words the Military people wanted to communicate with their military basis around the country while in being attached. Of course a lot of bases were thought to be targets. By 1963 two Universities communicated with each other by telephone and a special program and a modem. They were UCLA and UA (University of Arizona). In 1964 another college MIT joined the group. They shared information now considered by today's standards as primitive. As time went on more and more Universities and Colleges wanted to share information and better programs and equipment improved.

### The First Search Engine!

Search Engines (SE) are the bedrock of the Internet. The first SE's were called 'Boolean'. Soon the commercial use of the Internet came into play with better SE's. Approximately in the year 2000 the Search Engine 'AltaVista' was the largest but only had 15% of the total Internet indexed (web sites read and listed in it's data base).

## Search Terms and Keywords

They are both the same. Search terms can be a simple one word search or you can use multiple words in a search. An example of a one word search can be a word like 'Widgets'. The results would be staggering, however if you used 'Widgets Cleveland Ohio' as your search term then the results would be tuned in better. What has this bit of information important to you the end-user? If you or someone else is designing your web site make sure that the keywords you use in the Meta-Tags are words you believe other end-users will use to find your web site.

As stated before, Keywords and search terms are virtually the same. Don't be afraid to use the search engines every day. Without the SE's the Internet would not have evolved and we would need to know the exact address of a web site to get to it. That's why two or three letter web addresses were very popular. Now whole company names are more important because if you include your company name in the Meta-Tag Title then the SE's will be able to find you. After that it is how your web site's content is viewed and responded too that will either make a sale for you or not!

### Most People are Afraid of their computers

I was, and to a certain degree I still am afraid of a mistake that will make my computer go crazy and do the forever lock up! However after some time and practice I am to a certain degree feel safer.

## Statistics

Get to know your host provider. There are the people who project your web site on the Internet. They also have lots of other services that you should be aware of. You have many mail services and they can be programmed to take the incoming mail and send them to the e-mail client you prefer and use often. You most likely can view your 'Stats' or statistics. This is important for several reasons. First thing everyone looks for are 'How many visitors have viewed my site'. Look over each page in your web site and if one or two pages are being looked at or have a low hit count then consider changing the page content.

You can even see who has been to your site and which page they entered (viewers can come in through your home page, or somewhere in the other pages of a web site). That's the reason to set up each page in your web site to withstand the indexing by the search engines and directories. A viewer can come in any page in your web site or any web site through the listing presented in the search listing using the search term you asked for.

Take charge of your computer and don't be too afraid to try something new.

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