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Putting your site where everyone can see...



# Planning Your On-Line Success

## The Launch!

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## We Have Lift Off!

**“Experience is the name everyone gives to their mistakes.” – Oscar Wilde**

**L**ong before your website is ready to be launched, you need to create an implementation strategy. The implementation of your website is as important as the actual content and functionality of the website. Do not wait until the site is live before considering the effects, or you might find that you have caused yourself more problems than you have resolved.

### Processes

It is very likely that your new website will affect your current business processes. You will need to be sure that you and your staff are ready for these changes. Decide who will receive emails generated via the website. This may involve several different members of staff depending on how the email was generated, and what the purpose of the email is. You need to be sure that each member of staff who will receive website generated emails understands email, are aware of what is expected of them when they receive an email, and are able to respond quickly and accurately to the customers needs.

Ensure you are prepared to handle any orders, promotions, requests for brochures etc. Do not offer something via the internet, that you are not ready to provide. A client could respond to your internet offers instantly, 24 hours a day, seven days a week.

Ensure the website can link to any other internal systems, for order processing, order tracking, accounts etc.

And finally make sure you allocate a member of staff to manage the website, and that any changes to your on-line strategy do not conflict with your off-line strategy.



## Glossary of Terms

“A man thinks that by mouthing hard words he understands hard things.” – Herman Melville

**A**n overview of some of the words and phrases used when discussing websites and other PC related functions. Hopefully this glossary will help to ease the understanding process.

### Glossary

Term	Definition
Bandwidth	<p>In a general sense, this term describes information-carrying capacity. It can apply to telephone or network wiring as well as radio frequency signals, and monitors. On a more human level, the term can describe a person's capacity for dealing with multiple projects ("I'd like to update this database, but I don't have the bandwidth.").</p> <p>Bandwidth is most accurately measured in cycles per second, or hertz (Hz), which is the difference between the lowest and highest frequencies transmitted. But it's also common to use bits or bytes per second instead.</p>
Bits (b), Bytes (B), Kilobytes (K), Gigabytes (GB) & Megabytes (MB)	<p>A bit is the smallest unit of data in computing, with a value of either 0 or 1. Whenever you see a lowercase b associated with a number, it's likely to be a bit. It can be prefixed with kilo- (for 1,024 bits, or 2 to the 10th power) or mega- (1,024 x 1,024 bits)--and sometimes finds its way into data transfer</p>

speeds (such as 14.4 kbps).

A byte usually denotes 8 bits (also called an *octet* or a *word*), which the computer treats as a single unit. Longer sequences like 16 and 32 bits are also possible. Abbreviated as uppercase B.

Although kilo is Greek for a thousand, a kilobyte actually contains 1,024 bytes (that's 2 to the 10th power). In other words, a thousand bytes is actually less than a kilobyte. Abbreviated as K.

Although mega is Greek for a million, a megabyte actually contains 1,048,576 bytes (1,024 x 1,024 bytes). In other words, a million bytes is actually less than a megabyte. Abbreviated as MB.

This year's minimum hard disk size is one gigabyte, or 1,073,741,824 bytes, which should be more than enough for Windows 95 and other modern operating systems. Abbreviated as GB.

#### Directories

A directory is a collection of websites that have been categorised and possibly ranked. The difference between a directory and a search engine is that a directory will require human intervention to categorise and rank a website, whilst a search engine will use a program called 'spiders' to evaluate a website.

#### Domain Name

The part of an e-mail address that comes after the @ sign. Our e-mail address is [info@intheopen.co.uk](mailto:info@intheopen.co.uk), so my domain name is intheopen.co.uk. Yours may be hotmail.com, aol.com, or (your own obscure name).com. Your domain name identifies one or more Internet Protocol (IP) addresses, which are assigned numbers that identify computers on the network. Each domain name has a top-level domain it belongs to, such as .gov (government), .org (nonprofit organization), .mil (the military), etc.

#### DSL / ISDN / ADSL

##### Digital Subscriber Line

Digital subscriber lines carry data at high speeds over standard copper telephone wires. With DSL, data can be delivered at a rate of 1.5 mbps (around 30 times faster than through a 56-kbps modem). Also, DSL users can receive

voice and data simultaneously, so small offices can leave computers plugged into the Net without interrupting phone connections. xDSL is the collective term for different variations of DSL, such as ADSL.

#### Integrated Services Digital Network

The plain old telephone system doesn't handle large quantities of data, and the phone companies realized this a long time ago. So the ISDN spec was hammered out in 1984 to allow for wide-bandwidth digital transmission using the public switched telephone network. Under ISDN, a phone call can transfer 64 kilobits of digital data per second.

#### Asymmetric Digital Subscriber Line

Like ISDN, ADSL uses standard phone lines to deliver high-speed data communications. But while ISDN's transmission speed is limited to 64 kbps, ADSL technology can deliver upstream (from the user) speeds of 640 kbps and downstream (to the user) speeds of more than 6 mbps. Even better, ADSL uses the portion of a phone line's bandwidth not utilized by voice, allowing for simultaneous voice and data transmission.

#### E-Mail

Electronic Mail. A message sent via the Internet.

#### E-mail Client

The software program on your computer that enables you to send, receive, and work with your e-mail. Examples of e-mail clients are Microsoft Outlook®, Microsoft Outlook® Express, and Eudora.

#### E-mail Server

When you click the Send button in your e-mail client, your e-mail message is not sent directly to your recipient's mailbox. It has to go through a couple of processing stations, known as e-mail servers. Think of these servers as post offices. When you post a letter in a mailbox, it gets sent to your post office, then to your recipient's post office, and then to the recipients house. When you send an e-mail message, you click Send, the e-mail goes to your Internet Service Provider's (ISP) mail server, then to your recipient's ISP server, and then to the recipients Inbox. The former method takes more than a day; the latter takes a few seconds or minutes, depending on your connection speed

and such.

**Flame Mail**

An e-mail message that is mean, hot-tempered, curt, or not-so-polite. It can cause no end of problems in the work place and unfortunately, it's contagious. Flame mail is in abundance on electronic bulletin boards, online discussions, and so on.

**Hyperlink or Anchor**

Hyperlinks are the easy-to-spot underlined words or phrases you click in World Wide Web documents, e-mails or even word documents to jump to another screen or page. Hyperlinks contain HTML-coded references (URL's) that point to other pages, which your browser then jumps to.

**ISP**

Internet Service Provider.

At one time, you could only connect to the Internet if you belonged to a major university or had a note from the Pentagon. Not anymore: ISPs have arrived to act as your 'user-friendly' front end to all that the Internet offers. Most ISPs have a network of servers (mail, news, Web, and the like), routers, and modems attached to a permanent, high-speed Internet "backbone" connection. Subscribers can then dial into the local network to gain Internet access without having to maintain servers, files for domain names, or learn Unix.

**Kbps / bps**

Kilobytes per second / Bits per second

Your modem's speed is measured in the number of bits it can transfer in a second. Modems rated in kilobits per second are now the standard.

If your modem is rated at 9,600 bps or less, you're behind the times. Modems rated in kilobits per second now rule: 14.4 kbps is the minimum acceptable, and 33.6 kbps is the premium modem speed.

**LAN**

Local Area Network.

A local area network is a short-distance network used to link a group of computers together within a building. A piece of hardware called a hub serves as the common wiring point, enabling data to be sent from one machine to

another over the network. LANs are typically limited to distances of less than 500 meters and provide low-cost, high-bandwidth networking capabilities within a small geographical area.

#### Modem

A modem is an external box or internal circuitry that converts computer data into sound that can be transmitted over phone lines. First used to send telegrams, early modems alternated between two different tones. This is called modulation, and the process of modulating (and demodulating at the receiving end) gave the modem its name. These days' modems transmit data with lots of different tones, signals, and complex mathematical processing, so moden is a bit of a misnomer.

#### Pay-Per-Click (PPC)

When advertising via a search engine it is possible to bid for a keyword or phrase. Then, whenever anyone clicks on your advertisement and visits your site, you will be charged the agreed amount.

#### Protocols

To send e-mail to and from different kinds of e-mail servers, we need an agreed-upon format for sending and receiving the data. This format is called the protocol, and there are a few types. You may recognize these as options you choose from when setting up Outlook or Outlook Express:

#### Protocol – HTTP

Hypertext Transfer Protocol.

HTTP is the protocol used to display Web pages, but it can also be used to send and receive e-mail. In fact, Outlook uses HTTP as an e-mail protocol.

An example is Hotmail. Hotmail is Web-based e-mail. You can read and receive e-mail messages from any computer in the world with an Internet connection and a Web browser that supports graphics.

#### Protocol – IMAP

Internet Message Access Protocol.

IMAP is a way to access a server and, if you like, keep your e-mail messages stored on the server. Using IMAP has its advantages:

- You can view just the headers of your e-mail

messages and decide whether you want to download them. No need to download an entire spam message if the heading is obvious enough.

- You can create and move folders or mailboxes, delete messages, and even perform a search for certain parts of a message— all on the server.
- Your e-mail travels with you and is always available since it's not stored locally on any particular client.

**Note** You do have to be connected to the server continually while you're receiving or sending your e-mail.

#### Protocol – MAPI

Messaging Application Programming Interface.

MAPI is used with Outlook (not express) in conjunction with a Microsoft Exchange Server mail server. MAPI is a lot like IMAP, but it provides a wider array of features when you use it from within Outlook.

#### Protocol – POP3

Post Office Protocol 3.

When you use POP3, your e-mail is stored on the server initially. But once you read it (or at least go and get it), it's downloaded to your client and is no longer stored on the server. As you may have guessed, there is a regular POP2, which became a standard in the olden days (the mid-1980s). Now most servers use POP3, so if you're still using POP2 (or, heaven forbid, POP1), you should seriously consider an upgrade.

#### Protocol – SMTP

Simple Mail Transfer Protocol.

Most (but not all) e-mail systems use SMTP to send e-mail messages across the Internet, from an e-mail client to an e-mail server. That's why you need to specify both the incoming server (POP3, IMAP, and so on) and the outgoing server, the SMTP server, when you set up your e-mail accounts.

#### Search Engine

A website that collects information about other websites and then indexes and ranks the site according to its relevant

content.

Search Engine Optimisation (SEO)	A site that has been optimised for a search engine has had its contents, descriptions, headings etc altered to best fit the search engines indexing and ranking procedures.
Spam	Spam is unsolicited commercial e-mail. No one is completely safe from spam, and it has become a hotbed of conversation. Anti-spam legislation is now in place, but will take a while before it becomes effective. For now the best you can do is restrict obvious spam and delete any mails you are unsure about.
Stickiness	The stickiness of a website, is a measure of a websites ability to hold a visitors attention, to encourage them to search the site further and to tempt them to return.
URL	<p>Uniform Resource Locator or Universal Resource Locator</p> <p>URLs are the Internet equivalent of addresses. How do they work? Like other types of addresses, they move from the general to the specific (from postal code to recipient, so to speak). Take this URL, for example:</p> <p><a href="http://www.met.com/Resources/index.html">http://www.met.com/Resources/index.html</a></p> <p>First you have the protocol: <code>http://</code></p> <p>then the server address or domain: <code>/www.met.com</code></p> <p>and finally the directory: <code>/Resources/</code></p> <p>in which the file <code>index.html</code> resides.</p> <p>There are two on-going debates regarding URL: First, does the U stand for <b>uniform</b> or <b>universal</b>? <b>Universal</b> was the original definition of choice but was deemed by most to be too ambitious, and the more frequently used <b>uniform</b> was instated by the now-defunct URI Working Group.</p> <p>Second, is URL pronounced "you are ell," or does it rhyme with hurl? Both pronunciations are widely used.</p>
Viral Marketing	The spreading of information via word of mouth or email. Getting other people to spread the good news about your

business, website and newsletters.

**Virus**

A Virus is a piece of software that is intended to damage your PC or too steal private information.

## Asking For Help

“A ship in port is safe, but that’s not what ships are built for.” –  
Grace Murray Hooper

**I**F you would like us to help you access the full potential of the internet, or you would like us to advice you on what to do next, then feel free to contact us. We are great believers in education, rather than using the technical myths surrounding the internet to generate business.

intheopen are a UK based internet marketing company, who are dedicated to helping small to medium-sized business succeed via the internet.

## Contact Us

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## Our Mission Statement

### Service

We will always remember that we are a service company. Each and every customer is valued as a part of who we are today, and who we'll be tomorrow.

We will work hard to earn our customers' trust and loyalty. And more than simply responding to customer needs, we will work to anticipate and exceed them.

With unquestionable honesty, fairness and respect.

### Technology & Innovation

Our products are grounded in technology and innovation. We believe that research, development, quality and performance are key to our future. We have earned, and will continually strive to retain, our leadership in this industry.

Our dedication to technology and innovation is motivated by the desire to provide services and products which contribute to the growth of our customers.

And we share in the responsibility of providing the world with new advancements.

### Success

We will work for the success of our customers, our company and each other.

We understand and respect the value, the contributions, and the achievements of each colleague. We will support personal growth through education, training, and new opportunities. We will never be content with who we are, or what we have accomplished.

We are inspired by what is yet to come.

intheopen	Project Considerations		
	Task	Required	In House Task
Determine Objectives	✓	✓	
Target Audience Analysis			
Competitor Analysis			
Site Storyboarding			
Site Graphics			
Site Content			
Site development			
Viral Marketing Strategy			
Permission Based Marketing Strategy			
Off-Line Marketing Strategy			
Site optimisation – Keyword analysis			
Site optimisation – Development			
Site optimisation – Affiliate Program			
Site optimisation – Pay-Per-Click Campaign			
Communication & Staff Training			
Site Launch Process Definitions			
Newsletter Design			

