

“Introduction To The Internet”

**A quick and easy guide on how
the Internet works!**

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Introduction

As I write this, there are millions of people making a full time or part time income on the internet from the comfort of their own home. They set their own hours, live wherever they choose to live and have lots of time to spend with their family, friends, and simply doing the things they enjoy doing.

Does this sound like something you would like to do? I bet you answered yes.

Here are some of the main reasons most people decide to start an online business:

- **Start up costs are very minimal**

Unlike a business in the “real world”, an online business does not need a lot of start up money. All you need is an idea, a domain name, internet access and hosting....all of which you can find for less than 100 bucks.

- **You choose your work hours**

Forget the 9 to 5 everyday. With an internet business you're not forced to get up everyday in the early hours of the morning to be at work by 9am. You can choose your own hours. Your the boss, remember?

- **Work from the comfort of your own home**

Your office will be wherever you put your computer. In fact it could be anywhere if you have a laptop. And forget about all those hours you spend in traffic during rush hour. If you spend 2 hours a day traveling to and from work that's 520 hours per year, based on a 5 day working week. That's around 21 days a year (3 weeks). Well.... I know I'd rather be spending those 3 weeks on vacation somewhere.

- **The whole world is your market**

Unlike offline businesses where your customers are usually restricted to local customers, with an online business you have access to the whole world.

- **Automation can reduce your workload**

Some internet business models can be fully automated. Once they are automated you can spend more time on starting more than 1 business or improving on what you have and expanding.

- **Online businesses have very little expenses**

Some internet businesses can be set up and running with zero costs, or very little costs. Some run into monthly operational expenses but they are so low they are negligible. If your spending hundreds, or even thousands of dollars on systems that promise you riches and success overnight you're wasting your money.

These are just some of the wonderful reasons for starting your own internet business. If you have decided that starting an internet business could be for you, then lets move on.....

Basic fundamentals

If you're not familiar with computers and internet, then read this chapter carefully as I'll go over some definitions of frequently used terms.

- **The Internet:**

The Internet stands for “Integrated Network”. The Internet is a global network of computers with hundreds of millions of computers all over the world all linked to each other. Your computer can easily access the Internet through an Internet Service Provider (ISP).

When you're connected to the Internet, you can easily send digital files and information to another computer in the network. The faster your PC and Internet connection is, the faster you can send files.

With your computer connected to the Internet, you can easily and efficiently share

information with other users from around the world within seconds or minutes. Because of this you can easily market your products or services to others and make money at a very low cost.

A system can be set up where you send information to your prospects 24 hours a day, 7 days a week. Your prospects are all over the world, in different time zones. But the internet doesn't sleep so it works for you continuously. This system primarily consists of a website and email.

- **A web presence is no longer optional:**

The World Wide Web has long ago ceased to be a novelty or a supplemental form of communication. Cyberspace is now an *essential* resource in the flow of communication and interaction for all institutions.

In other words, whether you are in business, part of a charity organization, active within a religious group, interested in government activities, or simply looking for consumer information or recreational activities, the Web is a primary vehicle for your journey.

Not having a Web presence simply does not make sense if you need or want to communicate to a group of people for any reason. And a poorly executed Web presence is actually worse than having none at all.

Within the next decade the Web will become even more important in every facet of communication and interaction. If your personal or business Website is not built on a foundation of quality your results will suffer.

- **Website:**

A Website in simplified definition is a unified presence that can be accessed and interacted with by Internet users. In most cases a site is confined to a specific domain or sub domain. More technically a Website is a collection of digital files that are coordinated with one another to achieve the desired appearance and function.

A Web page is an individual document within the overall site. So a site can, and usually does, consist of multiple pages.

The collections of files that make up a Website are stored on a server. A server is a powerful computer that is built for mass storage and runs 24 hours a day.

In order to access a site your computer needs to connect to the server using the Internet. And before your eyes can make sense of a Web page, special software called a browser is needed to interpret the various files and arrange them in a neat, user-friendly format.

Examples of browsing software are Internet Explorer, Firefox.

It's also worth pointing out the distinction between the Internet and the Web. The "Internet" refers to the physical network of servers and cables that span the globe to form the network connection that makes it possible for computers and servers to communicate with one another.

The "Web", on the other hand, is the virtual landscape where Internet users can interact with one another or with virtual elements; Websites, email, and chat rooms are all examples of Web properties and applications.

Each Website location has a unique IP (Internet Protocol) address. And since it's a bit difficult for humans to remember eg: 70.85.199.18 the ultra-convenient domain name system was born.

- **Domain names:**

A Domain name is basically the Internet Address attached to a site. You use this technology on a daily basis when you type a destination into your browser address bar and click from one site to another. It looks something like this:

`www.yourname.com`

Once a Domain name has been registered, no one else can register the same name just like there can never be two houses with the same address. You can register a Domain name for around \$10 per year.

Domain names were introduced as an easy way to navigate the Web. Instead of trying to remember 9 digit IP addresses, we need only to recall the often-catchy domain that is assigned to the IP address.

The base domain name will take an Internet user to the home page of a particular Website. Clearly however, there are many other locations on a Website that you may want to visit.

You might receive an email for example, that gives you an extended path, or URL, to enter into your address bar and find a specific page.

The abbreviation URL stands for Universal Resource Locator, and this is a term you need to become familiar with.

Here is a technical overview of the different parts of a URL. This will show you how Web navigation works and will be important down the track. So learn it!

Let's dissect the URL - `http://www.yourname.com/images/mypic.jpg`

The above Web address would theoretically take you into an images folder which contained a picture named mypic, and the picture would open in your web browser. *http://* - stands for Hyper Text Transfer Protocol and tells your browser it is about to

connect to an Internet resource, as opposed to locating a file on your local hard drive.

www - is the actual resource indicator; *www.* of course stands for World Wide Web and lets the browser know you are connecting to a Website.

yourname.com - is the resource name, and in this case the domain name.

/images/ - is the directory where this picture file is stored.

mypic - is the name of the exact file you will be accessing.

.jpg - is the actual extension of the file; in this case it's an image .jpg file but many times this part of a URL could be .html (for HTML documents). .zip (for compressed files), etc.

The above section might well be more information than you'll ever need in a practical situation. At the same time it could help to develop your overall familiarity and comfort level with Web navigation and Website development so I thought it was important enough to include.

- **Email:**

An email is mail that is sent electronically (Electronic Mail). Rather than sending mail via Post Office, with the push of a button it is sent instantly.

- **Web Hosting:**

Web hosting is basically a Web hosting company with powerful machines called servers which are connected to the Internet 24 hours a day. Servers are powerful computers with large hard drives capable of storing many websites.

If you build a website and it sits on your hard drive no one will ever see it. You must upload it to one of these servers for all the world to see and for this storage Hosting companies charge a fee. You can find good ones for around \$10 month.

- **Autoresponders:**

An Autoresponder is a computer program that acts like an answering machine for emails. You can set it up to respond to an email sent to your email address automatically without you sending it manually. You can also set it up to send follow-up emails at specified intervals with pre-written emails that you insert into the autoresponder.

Listed below are some commonly used terms in Internet Marketing:

Ad Copy: Writing for an advertisement or sales page that tries to convince the reader to perform a desired action.

Adsense: A revenue sharing program run by Google that allows you to place contextually relevant ads on your site and pays you when visitors click on the ads.

Adwords: A Google program that allows you to place ads on Google's website and partner sites.

Affiliate: A person that promotes someone else's products and/or services and earns a commission for referring clicks, leads, or sales.

Article Marketing: The process of submitting articles to article directories, with your resource box included, generating free traffic to your site, and increasing page rank.

Autoresponder: A program or service that automatically sends email replies to sign ups for a mailing list and can send follow-up messages at predetermined time increments.

Banner Exchange: A network of site owners displaying other sites banners using a predetermined exchange rate.

Black Hat SEO: Using unethical means to gain an edge in the search engines.

Blog: Acronym for 'web log', a blog is basically a journal that is available on the web. The act of updating a blog is referred to as 'blogging' and those who keep blogs, are known as 'bloggers'.

Bum Marketing: This is article marketing to advertise your affiliate links and sites.

Back Link: A link from another site to your site, it's also referred to as an inbound link.

Camtasia: Camtasia is a popular, yet expensive, program used to make video tutorials.

Clickbank: ClickBank, often referred to as CB, is one of the most popular 3rd party payment processors for digital products. They also have a built-in affiliate program and a marketplace that allows people to find products to buy or promote.

Conversion Rate: The rate of how many visitors to your merchant's sites turn into customers. Example: If you're making 1 sale for every 100 visitors, that's a 1% conversion ratio.

CPC: Cost Per Click. Used in advertising such as Google Adwords where you pay each time someone clicks on your ad.

Copywriting: The writing you do for ads, sales letters and other marketing tasks.

CPanel: CPanel is one of the most popular web host control panels. It allows you to install predefined scripts, manage email addresses, upload and delete files and other tasks related to your website.

CPC: This is how much you will pay each time someone clicks on your ads, links, or text when using an ad-buying program. Also known as “cost per click”.

CSS: CSS, short for cascading style sheets, allows you to set different aspects of the look and feel of a website.

Cybernaut: Someone who uses the Internet often.

Dedicated Hosting: This type of hosting is where you have your own computer located at a hosting provider that only you use.

DNS: Domain Name Server. This is the way Internet domain names are located and translated into IP (Internet Protocol) addresses.

Domain Name: This is the address of your website.

Direct Linking: When website A links to files located on website B. If this is done without permission it's stealing and known as hot linking/leeching.

Directory: This is often used as another word for “folder”. Web Hosting companies refer to folders as Directories.

Download: Transferring a file from another computer to your own.

Encrypted message: A message that has been scrambled so that no one other than the recipient who can unscramble the message can read it.

Ebook: E-book, also written as ebook, is an electronic book. They come in different viewing formats but the most widely used are PDF and EXE.

Ecourse: A series of informational e-mails or lessons based on teaching a specific topic. Generally, they are used to build subscriber lists and promote related products.

Email Marketing: A form of direct marketing where you send customers and/or prospects newsletters and/or sales letters using email.

Ezine: Short for ‘electronic magazine’, is an online magazine.

Fantastico: An application that automates the installation of various web programs. A very popular one is Wordpress for blogs.

FAQ: Stands for Frequently Asked Questions.

File: A document that you work with to enter your data.

Forum: A common term used for an online community where visitors may read and post topics of common interest.

FTP: File Transfer Protocol. A program for transferring files from one computer to another on the Internet. It is also used for uploading pages to your web site on your Web Hosts server.

Guru: A person perceived by others as being an expert in their field.

Home Page: Your primary HTML page, the first page anyone would see in your Web site. Also called a "landing page".

Hosting: A host is a place online where you store your website and related files to be accessible on the Internet.

Hits: Each time an image, html document, or other file is downloaded and/or viewed, it counts as a hit.

HTML: Hyper Text Mark-up Language. It is the language that web pages are written in. This language tells web browsers how to display a web page's words and images. For example, it tells which fonts, font sizes, links, etc. to display.

HTML Editor: Software used to edit HTML pages of a website.

IM: IM is short for Internet Marketing and is the act of promoting products and/or services on the Internet.

Inbound Link: This is a link on another website that is linking to your website.

IP Address: Internet Protocol Address. A unique number consisting of 4 parts separated by dots, e.g. 165.115.245.2. It is the method by which data is sent from one computer to another on the Internet. Each computer on the Internet has at least one IP address that uniquely defines it from all others on the Internet.

ISP: Internet Service Provider. The company you call from your computer to gain access to the Internet.

Javascript: A programming language designed for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to your computer or files. Java requires a browser compatible with Java.

JV: JV stands for joint venture and is when you arrange a special deal with someone for helping you on a project or promotion.

Keyword: The word or phrase that a web surfer may enter in a search engine. For example, someone who wants to find a site that sells printer paper might enter 'printer paper' in a search engine.

Keyword Density: The amount of times certain keywords or phrases are used in a given amount of text.

Landing Page: This where people "land" after they have clicked an advertisement. It's not always the home page but can be.

Link: A link is a "clickable" object that, when clicked, will take the viewer to a particular page.

Link Exchange: When you put other peoples links on your site and they put your website link on theirs.

Log-On: To connect to the Internet or any site which you have become a member.

Mailing List: A list of people who have given their email address in return for specific information.

Merchant: The merchant is the company or person who is selling the product or service.

Meta Tag: Meta Tags are placed inside your HTML code before the TITLE line and describe different things about your website such as description and related keywords. Meta Tags also help increase search engine rankings.

Mini Sites: These are very tightly focused websites that deal on one topic. Generally, they are one page sales letters but can be more pages.

Moderator: These are the people who help make sure a forum rules are followed.

Netiquette: Simply put.... good manners on the Internet.

Newbie: Someone who is new to the Internet.

Niche: A niche is a focused portion of the market. A business that focuses on a niche market is attending to the need for a product or service that is not being addressed by the mainstream market. The niche market narrowly defines a group of potential customers.

Opt-in: When someone joins your mailing list. Double opt-in is when they also have to confirm the request.

Outsourcing: Paying other people to do work for you. Such as writing your web pages, writing articles, writing ads and sales pages and other things you might find it is easier to pay for than do yourself.

Paypal: PayPal, one of the largest 3rd party payment processors, allows individuals and businesses to securely, easily and quickly send and receive payments online from over 190 countries and regions around the world.

PDF: Portable Document Format. It's a distribution format developed by Adobe Corporation to allow electronic information to be transferred between various types of computers. This document displays in its proper format no matter which operating system you use. You can read PDF using Adobe Acrobat Reader.

PPC: PPC stands for pay-per-click and is when someone pays a certain amount every time someone clicks a link.

PR: PR, short for page rank, is the number Google uses to measure how many links point to website and the "quality" of the sites providing the links.

Resource Box: A resource box, also known as a bio box, is a small area of text where you can put in information about you, your product or website at the end of an article.

RSS: Really Simple Syndication. This is a system that lets users subscribe to their favorite websites. A program called a feed reader can check the list of feeds (or subscriptions) for a user and display any updated articles found.

Sales Copy: This is the information you have written on your sales letter to get visitors to purchase your product.

Search Engine: A search engine is a huge database that searches all (theoretically) the web pages on the world wide web. When people enter keywords into a search engine, the search engine finds pages based on meta tags, site content and ranking. This is different from a directory, which is a listing of chosen or submitted web sites. A good example of a search engine is Google.com

SEO: Search Engine Optimization. The process of choosing keywords and keyword phrases relevant to your site or page on your site, and placing those keywords within pages so that the site ranks well when those keywords are searched upon.

Shared Hosting: This is where your hosting account is on the same server as other people's sites and all share space and resources. This type of hosting is the most inexpensive and widely used.

Snail Mail: A term used to refer to the postal system of sending mail as compared to the speed of sending emails.

Spam: The term “spam” is Internet slang that refers to unsolicited commercial e-mail or unsolicited bulk e-mail. Some people refer to this kind of communication as junk e-mail to equate it with the paper junk mail that comes through the Mail. Unsolicited e-mail is e-mail that you did not request; it most often contains advertisements for services or products. Never do it!

Spyware: Also known as “adware”, a program hidden within free downloaded software that transmits user information via the Internet to advertisers.

Squeeze Page: Also known as a ‘landing page’, specifically created to solicit name and email addresses from site visitors. Many webmasters collect only email addresses.

TOS: Terms of Service. They are the rules by which one must agree to abide by in order to use a service. In order to use an online service, you are required to read and agree to the terms of service.

Upload: Transferring a file from your computer to another computer. The opposite of download.

URL: Uniform Resource Locator. This is a way of specifying the location of publicly available information on the Internet. A web address.

Web 2.0: Web 2.0 refers to web-based communities, services, and programs, which aim to facilitate collaboration and sharing between users. Facebook, Twitter etc. are examples.

Web Host: The name given to a company that hosts websites by providing space on their server. Your website is like a house and the Web Host is like the land the house is on.

Wordpress: Wordpress is one of the most popular blogging scripts available and is free.

WYSIWYG: “What You See Is What You Get”. It is a web page editor that uses cut and past technology to edit HTML pages. Some WYSIWYG programs are as easy to use as a simple Word document.

ZIP File: A compressed file used on Windows. ZIP is the standard technology for data compression. On the Internet, larger graphics and programs are normally compressed as ZIP files before they are made available for download. This allows downloading to go much faster. After downloading a ZIP file, you need to use a decompression software to “unzip” it and access the data. The technology is very useful when sending large files through e-mail.

This is, by no means, a complete list of terms used but are the most common ones.

I recommend that you get familiar with these terms which will help you with your Online success.

Well, this concludes this little report. I hope you enjoyed it and hopefully has helped you in some way.

Until next time!

To Your Success

George G

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