
rosedata NET

www.rosedata.net

YOUR WEB IDENTITY PRIMER



A GUIDE TO THE BASICS

IN THE 21ST CENTURY

The Internet is an Unlimited Information Center made up of a global community of networks. A domain name, your web site content, and your email addresses create your presence in the global community.

NOW, WHAT DOES THAT MEAN FOR YOU?

THE 5 COMPONENTS OF YOUR INTERNET IDENTITY

1. AN INTERNET ACCESS ACCOUNT

Access is either dial-up, xDSL, Cable, other dedicated line, or Satellite. These usually include a virtual hosting account, email, and FTP, all under the name of the service provider.

emailname@hostdomain.com

<http://www.hostdomain.com/youridentity>

2. YOUR OWN DOMAIN*

Your own address on the Internet. Several companies provide registration services, and each domain name is unique regardless of which Registrar you choose. We can handle domain transfers for you, too.

Domain registration and content hosting are extra charges from most providers, and real help with your content development is not included in packages from commercial providers. We offer you ICANN Approved Registration for your domain. We park your domain for free. We give you a three page template for your starter site.

<http://www.yourdomain.com>

*Domains may be .com, .net, .org, or another extension; herein .com is used as a generic in domain names.

3. YOUR EMAIL ACCOUNTS

Your email address is where your electronic mail is delivered. It is very like going to the Post Office and opening a mailbox. When you own your domain name, you own your email address extension. Your email is INDEPENDENT of your access account—never change your email address again!

email@yourdomain.com

4. A HOSTING COMPANY

...that cares about you and your Internet Identity

Wholesale pricing to register your domain, host your site, and provide email services. Our philosophy is to give you an excellent service at an affordable price and the support that goes with it.

5. SITE CONTENT

Communicate! Your site content is what visitors sees at your site. It's what you want to display, what you wish to sell or buy, what you wish to communicate to your visitors to your site.

YOUR INTERNET IDENTITY IS YOUR VIRTUAL HOME OR BUSINESS

THE WEB SITE

The Internet is made up of web pages of every imaginable variety. Everyone has something to say, something to sell, or something to find.

A few Internet businesses make billions, millions, or hundreds of thousands in annual revenue, and every site makes a statement.

Creating and maintaining a web site isn't brain surgery. Developing content does require a basic knowledge of how things work and a few software tools.

DEVELOPMENT SOFTWARE

Creating a web site requires a program that writes web code. We will guide you through the process of creating your web presence one step at a time. We also provide full design services for one page or a fully interactive e-commerce site.

Programs available for content development are as varied as the users. Most word processing programs support creating a web site. Use it as a word processor and *Save As* to html format.

SPECIAL SOFTWARE NOTES

Some popular software packages are Macromedia's DreamWeaver, NetObjects and Fusion by IBM, and Adobe GoLive and PageMill. Choose a program that is supported by your hosting company.

FrontPage by Microsoft is a general development tool that creates a lot of the hard stuff for you. Forms especially give the beginner difficulty. FrontPage automatically "writes" the code, creates a repository for the results, and publishes easily.

The biggest downside to FrontPage is that the server-side (our equipment and software) must load and maintain special extension so that your web pages display the way you designed them.

We support FrontPage, as well as other popular software packages. If you have a special support requirement, just let us know. We are growing, too.

Web design assistance is a service that we offer at less than market prices. You will find that the development of an Internet is easier than you think..

*ALL WEB IDENTITIES ARE
UNIQUE AND
OVER 2.1 BILLION WEB
NAMES ARE TAKEN

2,100,000,000+
DOMAIN NAMES THAT ARE
NO LONGER AVAILABLE*

CONTENT AND CONSIDERATION ARE THE KEYS TO A GOOD WEB SITE

A WORD OF CAUTION

One of the most irritating experiences on the Internet is a site that doesn't deliver what it advertises, is just a page of "banner ads," or is designed without consideration for the Visitor (you and me).

A Super-Surfer's List of Features for Your Web Site

Sharing information and programs and products and services is what makes us part of the global community.

Give your Visitors something tangible and useful—for free. Free products and services are available at hundreds of web sites.

Demo hobbies, products and services.

Give advice about your business, your hobby, or your politics.

Host Online Events, business or social.

Offer a chat with friends or professionals.

Offer your graphics, articles, or presentations for fun or fee.

Sponsor a Roundtable Discussion.

Collect the opinions and view points of your Visitors.

Provide links to other sites that relate to your interests. It requires a little research for links to include, but that's what makes the Internet unlimited.

Sell a product or service. Your business is truly global now that over a billion web sites are searchable.

STARTER PAGES, PROGRAMS, TOOLS, AND UTILITIES

When you sign up for our services, we will give you a Basic Web Site Template. All you need to use the template is the supplied FTP program and Microsoft Word or a compatible word processor. Just follow the instructions to complete and upload your basic site.

Programs, tools, and utilities are less generic than a template. On the Company's website we provide a list of links for your convenience. Programs such as an FTP client, graphic editors, or script writing tools are often either free or are shareware that is very inexpensive.

GETTING STARTED WITH THE INDEX PAGE

When creating your site, the only way to produce a clean site is to follow the first Developer's Rule: design-test-design-test often. All web pages end with the extension .htm or .html (hypertext markup language extension).

The first or home page must be named index.html, and all other pages in the site link to that page.

WORDS IN GENERAL

HTML, DHTML, Flash, Fusion: like any community, the Internet has its own language. Understanding of the nuances will come with time and experience. We'll help you with "Getting Started." Instruction classes are available for web development programs and business software. Let us know what you need.

FILE TRANSFER PROTOCOL

File Transfer Protocol (FTP) is used to copy files to and from the Internet. It can also transfer files between any two machines that both have FTP software enabled.

You must be able to login to both the sending machine and the receiving machine. Some sites provide an "anonymous ftp" service that allows you to login download (retrieve) publicly accessible files even if you do not have an account on that site.

Programs, such as WS_FTP (Windows) and Fetch (Macintosh), are used for FTP. The programs are easy to use and free as a download from their respective commercial sites.

PUBLISHING FROM SOFTWARE

The higher end software, such as Microsoft FrontPage, Macromedia DreamWeaver, and Adobe PageMill, replace the need for FTP software. In fact, using any method other than the software's internal publishing module may result in corrupted files. You should follow the publishing instructions resident to each program

GOT THE SITE READY FOR THE PUBLIC?

Whether it's one page or a full blown e-commerce site, we will guide you through the intricacies of publishing your site. Visit an excellent FAQ site and follow the instructions posted (<http://www.bizniz.net>).

BROWSERS

Browsers are software that interpret web code (HTML) into graphic user interface pages (GUI). Of course, Internet Explorer, Netscape, and Opera are among the most popular.

Configuring your browser will greatly simplify your Internet experience and make it faster to navigate to often used sites.

TROUBLESHOOTING BROWSERS

Often the real problem with troubleshooting browsers is deciphering the cryptic error messages themselves. Before you begin troubleshooting, try to access the same URL a few times. Temporary network glitches may clear by the time you reload the page.

To make sure that your workstation and connection are functioning properly, try to access another site immediately after receiving the error. If you receive the same error several times on different sites that you have been able to access before, the problem may be with your connection.

SEARCH ENGINES

Search Engines are directories (like a phone book) that provide keyword scans of millions of pages. Results are displayed as a list of hyperlinks where the content of the site contain a keyword from your search.

www.google.com boasts that it scans billions of sites, and a lot of sites have a site specific search engine. Like using an encyclopedia, search engines work from broad to specific. The more specific your keywords or sets of keywords, the more specific the results.

BOOKMARKS AND FAVORITES

This feature lets you create shortcuts to web sites and recall them with the click of your mouse. A shortcut management menu is provided so that you can revise the cataloged sites as your needs change.

Note: Cataloged sites which point to pages that require a security access may not function properly. Flag the main page.

Customizing your browser will save you time when using the features that you need on a regular basis. See our FAQ for browsers at www.awrite.net.

*SEE "FREE PROGRAMS"
LATER IN THIS GUIDE.*

THE BROWSER: YOUR GUI TO THE WEB

FREE PROGRAMS ON THE WEB

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HTML EDITORS:

Windows

Cool Page	http://www.3dize.com/
Coffee Cup	http://www.coffeecup.com
Web Scrapbook	http://www.webprecinct.com/
WebScrapbook/	

WEB BROWSERS:

Mac

Netscape download	http://home.netscape.com/computing/
Internet Explorer default.asp	http://www.microsoft.com/mac/ie/

Windows

Internet Explorer	http://www.microsoft.com/windows/ie/
Netscape download/	http://www.netscape.com/computing/

MAIL CLIENTS:

Mac

Eudora	http://www.eudora.com/
Claris	http://www.mac.org/internet/emailer/
Outlook Express	http://www.microsoft.com/Mac/oe/

Windows

Eudora	http://www.eudora.com/
Outlook Express outlook/	http://www.microsoft.com/windows/outlook/
Pegasus	http://www.pmail.com/

POPULAR CHAT PROGRAMS:

Mac and Windows

AOL Instant Messenger	http://www.aol.com/aim/
ICQ	http://web.icq.com/

PERSONAL ORGANIZER:

Mac

Organix 2000	http://www.baytex.net/
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Windows

Electronic Assistant ealite.html	http://www.dante productions.com/
Organix 2000	http://www.baytex.net/

...and thousands of other sites offer freeware, shareware, and commercial products and services...programs.

YOUR EMAIL ADDRESS

Just like your Post Office address or street address, your email address is how you send and receive electronic mail. At first the syntax appears a little different than "normal addresses." That's because email travels over networks electronically versus as printed material.

Your commercial provider email address is usually hosted by the access Service Provider, such as AOL or MindSpring or your Local Internet Service Provider. The first section of an email address identifies you, and the @ points the packet to a specific domain; then the last section of the address identifies the host server. For example:

yourname@aol.com

yourname@mindspring.com

yourname@localisp.net

When you change providers, your email address changes accordingly. That can be costly if you are a business and frustrating if you must contact all the people in your address book with the new address.

FINDING EMAIL ADDRESSES

The Internet Address Finder, or IAF, at <http://www.iaf.net/> allows you to find a person's email address if you know that person's name and other information about that person, such as the company or organization. In addition, if you already know a person's email address, you can find out additional facts about that user.

The IAF also provides a way for you to instantly place an Internet "phone" call to another user. You can search for a person and if that person has the correct type of software registered with our system, you can then immediately "dial" that person by clicking on a hyperlink.

IAF is completely free. Advertisers pay to support this site. The only thing we ask is that you add listings to IAF. By adding listings, you contribute to the quantity and quality of the listings.

Note: Please read the site's "Restrictions" first and agree to the terms of the Acceptable Use Policy.

An "alias" is like an "in care of" address that shows the sender one address and redirects the mail to a different mailbox. Aliases are free with each mailbox..

EMAIL PROBLEMS ARE THE MOST COMMON ISSUES

Many millions of email are in transit at any given moment, and volume will overcome efficiency every time. Volume means stress on the hardware, software, and human systems that move email across the networks.

Email is complicated further by the individual client (software) configurations necessary to send and receive messages. There are about 15 "popular" clients, and each is unique. Add to that at least 10 different PC and Server operating systems...you get the idea.

We've minimized the problems for you!

Each of our servers can concurrently handle over 140,000 emails, 50,000 file transfers, and they are used only as web servers. Each machine can serve over seven million web page requests per day.

Web-based email offers the advantage of being accessible from any connection on any system with a browser (like Internet Explorer or AOL, etc.)

Just like the "snail-mail" postal service, some problems with mail may always be with us. **The ordinary, daily email problems:** mistyped addresses, incorrectly configured mailers, routing failures, DNS issues, and disks with mail queues that get stuck.

OTHER COMMON ISSUES REPORTED FOR EMAIL PROBLEMS INCLUDE THE FOLLOWING:

- Failure to confirm receipts:** a receipt or acknowledgement request notifies the Sender that the mail is received, which does not mean the recipient read the message.
- Bounced Mail:** If something goes wrong with a mail, the mail will usually be returned to the Sender. When there is a Return-Path field, this address will be used; otherwise the From address will be used.
- Check the Recipient's address**—that's usually the problem. If issues continue, contact the Support Center.

Email fixes depend upon the client software used to process mail. Just call support if you are having email problems or need further information.

HAVE FUN, LEARN THINGS,
SEND...

SECURE YOUR INTERNET IDENTITY

Secure your Internet Identity with our Basic Hosting Package, which includes web server space, email addresses, statistics, access to manage your site, and assistance with Getting Started.

The Introduction Package

yourdomain.com for only \$10 per year

The Basic \$15.00 per Month Package

25 MB Disk Space

5 POP3 or Web email boxes (unlimited aliases)

12 Gigs Transfer Monthly

FrontPage Extensions

CGI-BIN, PHP4, MySQL

24/7 FTP Access

Your Own Control Panel

99.7% Uptime

Free Setup

Free Starter Page Template

Note:

We do not provide free technical support for programming. This includes, but is not limited to: CGI scripts, Perl scripts, Active Server Pages, web-to-database integration, and any software installed by the end user. Familiarity with Linux may be required in these cases. Programming and design support is fee-based.

YOUR DOMAIN INFORMATION

Domain name _____

Date Registered _____ Username _____ Password _____

Registrar (Affiliate) _____

Email Address: _____

YOUR DOMAIN INFORMATION

Domain name _____

Date Registered _____ Username _____ Password _____

Registrar (Affiliate) _____

Email Address: _____

YOUR DOMAIN INFORMATION

Domain name _____

Date Registered _____ Username _____ Password _____

Registrar (Affiliate) _____

Email Address: _____

THE DATA CONTINUUM

AN INTERACTIVE SITE FOR YOUR BUSINESS

YOUR VIRTUAL OFFICE

Have your own Intranet without the cost of an Engineer on staff. Share your documents and calendars without being tied to a specific PC. We can create your Intranet in a short time frame.

www.rosedata.net

MCS D MCP ICM I DC NaSPA ITT SSPA

665 Tanbark Drive
Afton, VA 22920

Phone: 540-456-8627
Fax: 540-456-8490
Email: rose@rosedata.net