

GETTING THE MOST FROM THE WEB

When **you** go to a web site what do **you** get? Do **you** get what you went after? Do **you** take the time to figure out what's there or do **you** only invest the national average (several seconds) and surf on to another site? Are **you** seeking the clever and most entertaining only, or are **you** looking thoroughly enough to locate the information that **you**'re after? The rules of the web might as well be, linger and maybe find, or flit off and be left behind!

Take Cork's site www.corkind.com for an example. It's been assembled to this point to give the visitor a road map to information concerning Cork's products; Aqueous, UV (Ultraviolet) and EB (Electron Beam) coatings, varnishes and adhesives. There is a wealth of information made available for the taking, regarding the products and their use, but **you** have to be willing to put in the time. Linger and find, flit off and be left behind.

Most of us in business haven't been left behind when it comes to the web, but in case there's a little fog let's go over a few things.

The Internet, the Net or the Web as it is called is an **international network** of computers linked for the purpose of sharing information. It's been said it's like having millions of consultants at hand – practically free. The Internet is a serious business communications tool offering us electronic mail, correspondence, product marketing, purchasing transactions, customer support, publishing, and information. Foremost, the Web is about people, communication and sharing information or knowledge.

To obtain access we need to connect our computer to any of these internationally networked computers using an Internet service (access) provider. Once you're connected to the Web and **online**, your computer can be in contact with any other internationally linked computer. How do you go about making these connections to enable you to get the most beneficial return?

Any computer that's available for online access is called a server or host. The software used to read mail, transfer files, surf the Web, or post articles is called a client. A Web client is known as a Web browser. Microsoft's Internet Explorer and Netscape dominate. A Web server stores Web pages for online access. A domain name, like a company name, identifies and locates a host Web computer. A sub domain identifies the Internet service provider. Each country has its own code used as a trailing suffix. The domain type is also

part of an address with the more common one's being, com (commercial organization), edu (educational institution), gov (government body), net (internet gateway or administrative host), org (non-profit organization). So you might have a domain name/address ABC@provider.com.jp with the jp identifying Japan as the country of location.

E-mail (electronic mail) addresses are similar and take the form of someone@somewhere. The somewhere part is the domain name of the access provider or the company name.

So how do I use the Web to my best advantage to find what I want?

First of all, use the latest versions of the browser that you have chosen. Download the latest version from: www.netscape.com or www.microsoft.com/windows/ie, or by one's preference through Windows Update on the Windows Start Menu. More browser information is also available at www.browsers.com, www.browserwatch.com and at www.help.com/cat/3/310/656.

Finding something on the Web is where searching comes in. Before a search can be effective you need to think about what it is, where it might be stored, who's going to know about it, and how new it is. Realize that the Web is humungous and growing by the second. Fortunately, the Web provides help in the form of search tools called search engines, directories, and search agents. When using search engines use the engines (Read Me) tips first, in order to optimize your performance.

The better search engines are thought to be:

Alta Vista	www.av.com
Excite	www.excite.com
Fast Search	www.alltheweb.com
Google	www.goggle.com
Goto	www.goto.com
HotBot	www.hotbot.com
InfoSeek	www.infoseek.com
Lycos	www.lycos.com
Northern Light	www.nlsearch.com
Snap	www.snap.com
Webcrawler	www.webcrawler.com

Search engines are not equal. HotBot, Snap, and Goto, are similar and will provide similar results because they use something called the Inktomi system, but they differ in presentation. Alta Vista, Northern Light and HotBot are thought

to have the largest data-bases. Google is a popular newcomer. Lycos, Excite, Webcrawler, AOL Netfind are said to be less rewarding to use.

If you're are looking for the largest number of results, you can use a search agent or search bot like Copernic www.copernic.com to search other engines and directories at the same time. Dogpile www.dogpile.com, and Metacrawler www.metacrawler.com are other multiple search engines. Try Copernic and you may find that you'll never use an individual search engine again! Mac users may wish to checkout Apple's metasearch agent, Sherlock, available with the latest plug-in downloads at www.apple.com/sherlock/. All search engines and directories are portals or sites that direct you elsewhere. Useful directories are located at: www.about.com, www.askjeeves.com, www.yahoo.com and www.clearinghouse.net Useful U.S.A. business and phone directories can be found at: www.switchboard.com, www.bigyellow.com, www.bigbook.com, and worldwide at www.worldpages.com/global/.

Search engines allow the searching of millions of Web pages simultaneously, but to be effective you need to carefully choose and submit **key words**, or **key terms**. The trick is to get it right and you can find anything. Make it unique enough to eliminate junk results and broad enough not to miss useful info. There are rules. For example most search engines respond to using a + sign to indicate a page must contain a word. So if you were searching for info on Babe Ruth, you'd be better served searching +babe + ruth to avoid gathering pages containing babe and ruth and babe ruth. Better yet is "babe ruth" "ruth, babe". To better narrow things down, you might enter "babe ruth" "ruth, babe – "babies". Some search engines have menus or help files to offer guidance.

Often you'll be directed to sites that offer unique content. Store these in Bookmarks, or Favorites for future use. Answers to frequently asked questions can be found in www.faq.org and www.faqs.org or you can try other Usenet newsgroups access to find opinions and personal experiences. Try www.deja.com. To find a persons e-mail address see www.people.yahoo.com, www.bigfoot.com, www.whowhere.com or www.iaf.net. Look into www.refdesk.com for factual things – dictionaries, almanacs, white pages, etc., or www.ditto.com for pictures, images or graphics or www.searchbug.com which catalogs search sites of all kinds. For smart tools see www.cometsystems.com/sc/, www.toolbar.google.com, www.atomica.com

The rules of the Web ring familiar, seek and **you** will find, but once there be thorough, it really doesn't take that much longer.

Whatever and whenever you want to know about coating, varnish, and/or adhesive technology, [LOOK TO CORK!](#)

[LOOK TO CORK!](#)..... at: www.corkind.com

[LOOK TO CORK!](#)..... for all of your coating varnish and adhesive needs, for both [aqueous](#) & [UV/EB](#) coatings, varnishes and adhesives.