

llamatrax

by llamawerx

...an innovative solutions partner™

Bon Voyage! Taking a trip on the Information Superhighway

Have you made short excursions on the information superhighway? Maybe you use the web to gather information or keep abreast of changes in your field. You might even buy supplies over the internet. Have you added an email address to your business card? Or had a friend setup a simple website? You've watched your competition cruise ahead of you. Isn't it time to take a longer trip? Pack your bags; the hum of the road is calling...

Like any road trip, the journey begins with a dream. If you don't understand the possibilities, you won't know where to go. Are you looking to provide information, marketing material, sell products, or provide customer service?

Once you understand the potential, pick a destination. Make a commitment – "I want a virtual storefront by March 15th". Write it down. Circle it on the calendar. Make it real.

Find a good agent. Some people plan their own journeys, but a good travel agent can be invaluable – especially for the novice traveler. The information superhighway is awash in jargon and technical mumbo-jumbo. Find someone you trust to guide you through the jungle.

Before you go further, set a budget. While a week in Paris might be nice, a weekend in Charleston might be more realistic. Be upfront with your agent regarding this budget. It's their responsibility to work with you to get the most value for your money. Ask about "all-inclusive" packages or payment plans.

Don't forget to take a break. Everyone needs time to reflect on where they've been and where they are going. If you launched your first website, take time to reflect on the experience. Will it meet your expectations? Was it easy or painful? Get honest feedback from others too. How about your guide? Is he or she working out? If not, tell them; if that doesn't work, fire them.

Don't forget to let others know too. When you get settled, make sure to tell people where you are. If this was a real vacation, you would enjoy the peace and quiet. Alas, we must leave our travel analogy behind. The whole reason for setting up shop on the internet is to enable communications and commerce. Without sign posts, no one will find you. Include your web and email address on your printed materials. List your information with sites your audience visits. Ask your guide about ways to improve your chances of being found.

Like any journey, the devil is in the details. Just remember it can be done – and you can do it! So grab a map, find a good guide, and get on the information superhighway. Bon voyage!

Llamawerx is an agile technology services group using proven and cutting-edge techniques to solve real-world problems. From concept to final integration, the power to succeed.

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Thinking of starting a trip or just completed one? Send your thoughts to talkback@llamawerx.com.

Need some help with geekspeak? Here's a short primer from www.webopedia.com.

broadband	A term used to describe high-speed internet access. For example, cable or DSL.
cable modem	A modem designed to work over cable TV lines.
content	The information contained in your website. Static content rarely changes. Dynamic content is updated frequently and may be stored in a database.
DNS	Domain Name System. DNS translates domain names into IP addresses.
domain name	A name that identifies one or more IP addresses. For example, cnn.com. Names are translated into addresses using DNS.
DSL	Digital subscriber lines allow high-speed broadband access over telephone lines.
DSL modem	A modem designed to work with DSL service.
e-commerce	Business conducted over the internet.
hosting	The act of providing data services for your website.
HTML	HyperText Markup Language. The authoring language of the world-wide web.
IMAP	The Internet Message Access Protocol used to retrieve email from a server. Similar to POP3.
internet	A global network of computers.
IP	Internet Protocol. The format and addressing scheme used on the internet.
ISP	An Internet Service Provider is a company providing internet access. For example, AOL, TimeWarner cable, Earthlink.
Java	A programming language used in web application development.
modem	A device enabling data transmission over telephone or cable lines.
POP3	A protocol for used to retrieve mail from an email server. Similar to IMAP.
shopping cart	A shopping cart is a piece of software that acts as an online store's catalog and ordering process.
SSL	Secure Sockets Layer, a protocol for transmitting private documents over the internet.
web browser	A software application used to display web pages. For example, Internet Explorer, Netscape, Firefox.
website	A site on the world wide web consisting of a "home" page along with supporting content.

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