

Index

Note to the Reader: Page numbers in **bold** indicate the principle discussion of a topic or the definition of a term. Page numbers in *italic* indicate illustrations.

A

- <ABBR> tag, **866**
- absolute positioning with CSS, **265**
- absolute sizing in framesets, **199, 199**
- access control, **795, 892**
- access logs, **837**
- ACCESSKEY attribute, **877–879, 878**
- ACH (Automated Clearing House), **777, 777–778, 893**
- <ACRONYM> tag, **866**
- Active Server Pages. *See* ASPs
- ad clicks, **601**
- additive colors. *See* RGB
- Adleman, Leonard, **801, 912**
- administered vertical marketing systems, **687**
- ADO (ActiveX Data Objects), **398**
- Adobe
 - Go Live, **451**
 - Illustrator, **454**
 - LiveMotion, **457**
 - Photoshop, **454**
- ads. *See* promotion
- advertising representatives, **611, 612**
- Advisory Commission on Electronic Commerce, **544–545**
- agent logs, **837–838, 838**
- alert messages, **286–288, 287–288**
- aliases. *See* virtual directories
- Allaire ColdFusion, Macromedia, **399, 681**
- alternative text, **79**
- Amazon zShops, **714**
- Amazon.com, **123, 570–572, 610**
- Andreesen, Marc, **708**
- animation, *See also* images; multimedia
 - animated GIFs, **96, 892**
 - applets, embedding, **378–380, 379–380**
 - to avoid, **97**
 - in banner ads, **603**
 - using Flash, **97, 457**
 - overview of, **96**
 - rollovers, **96–97**
 - web-based animation, *See also* website
 - authoring tools
 - advantages, **455, 456**
 - browser plug-ins for, **455–456**
 - defined, **454–455, 918**
 - drawback, **455**
 - <EMBED> tag and, **456**
 - examples of, **457**
 - how much to use, **456**
 - using with HTML, **456**
 - <OBJECT> tag and, **456**
 - overview of, **454**
 - splash pages, **456**
 - streaming in, **455**
 - timelines in, **455**
 - vector graphics in, **455**
- anonymous user accounts in IIS, **738, 738–739**
- anti-aliasing fonts, **29, 29, 892**
- Apache web servers, **415–416, 734**
- Apple Computer legal cases, **535–536**
- <APPLET> tag
 - deprecated in HTML 4.01, **157, 880**
 - for embedding Java applets, **375–376, 377**
- applets. *See* Java applets

application service providers (ASPs),
 707–708, 892

application session state, 846

Arial font, 26, 29

artistic works, 527, *See also* copyrights

ASPs (Active Server Pages)
 versus application service providers,
 708, 711

bCentral software and, 711

versus CGI, 418–419

defined, 315, 418, 892

in IIS, 736

overview of, 399, 708

asymmetric encryption. *See* encryption

asynchronous services, *See also* customer service
 defined, 648, 892

e-mail, 648–649

web forms, 649

Atkinson, Bill, 148

attributes, *See also* HTML 4.01
 deprecated attributes, 881–883

of documents, 875–876

of events, 876–877

of forms, 877–880, 878, 880

of HTML tables, 175–176, 861,
 879–880, 880

values of in XML, 354

auctions online, *See also* e-commerce site
 creation, outsourcing

auction management software, 710–711

benefits, 709

defined, 708, 892

Dutch auctions, 709

eBay example, 708, 709

inventory, 708–709

reserve price auctions, 709

rules, 709

vertical auctions, 709–710

audience. *See* customer; users

audio, *See also* multimedia
 downloaded audio, 98

embedded audio, 98

file extensions/types, 98

in Flash, 98

overview of, 97

streaming audio, 99

authentication, *See also* security
 certificates and, 811–812

defined, 794

of merchants, 817

in public key encryption, 802–803

in SSL protocol, 808–809, 809

Automated Clearing House (ACH), 777,
 777–778, 893

automating business processes, 574–575

B

B2B (business-to-business) model, 670–703,
See also e-commerce

customer self-service
 freight/shipping, 689–690

inventory information, 688–689

order tracking, 689

overview of, 687–688

defined, 494, 893

e-business and, 683–684

Electronic Data Interchange
 candidates for, 672

data segments, 672

defined, 671, 899

goals, 671

Internet and, 675–676

limitations, 671–672

messages, 673–674, 678–679

922 B2C (business-to-consumer) model – <BODY> tag

- security, 676–677
- standards, researching, 674–675
- trading partners, 672
- transaction sets, 672
- transactions, 672–673, 673
- XML and, 677–679
- exam essentials, 696–697
- example, 495
- horizontal marketing systems, 687, 902
- key terms, 697
- language translation/localization, 690–691
- Open Buying on the Internet
 - defined, 679, 909
 - EDI, XML and, 681
 - open technology support, 680
 - transactions, 680–681
 - uses, 680
 - websites, 681–682
- overview of, 670, 695–696
- using portals, 682–683
- procurement, 686–687
- productivity/cost-reduction tools
 - instant messaging, 694
 - overview of, 691
 - scheduling software, 693
 - telecommuting, 691–692
 - telephony, 692, 916
 - video monitoring, 693–694
 - voice recognition, 694
 - web conferencing, 692–693
- review question answers, 702–703
- review questions, 698–701
- statistics, 488, 489
- supply chains, 684–686, 915
- vertical marketing systems, 686–687, 917
- B2C (business-to-consumer) model,
 - See also* e-commerce
 - defined, 494–496, 893
 - example, 495
 - overview of, 670
 - statistics, 488
- background style attribute, 261
- bandwidth, 470, 893
- bandwidth throttling, 893
- banner ads, *See also* promotion
 - advertising representatives, 611, 612
 - brand awareness and, 601
 - cost of placing, 606–607
 - defined, 601
 - effectiveness, 600
 - exchanging, 609–610
 - guidelines, 602–603
 - overview of, 500–501
 - performance, 611
 - positioning, 607–608, 608
 - referral services, 610
 - sizes, 603–606, 603–605
 - targeted placement, 606–607
 - tracking, 613–615, 614
 - vocabulary, 601–602
- barriers in e-commerce, 578, 893
- <BASE> tag, 205–206
- <BASEFONT> tag, 880–881
- batching, 773
- BBEdit, Bare Bones, 453
- bCentral Commerce Manager, Microsoft, 711
- BDE (Borland Database Engine), 398
- <BDO> tag, 867
- Berners-Lee, Tim, 148, 160, 345, 346, 348, 433
- Bezos, Jeff, 123
- bit tax, 546, 893
- bitmap graphics, 72, 72–73
- bits, 134
- black box model, 713, 893
- BlackMagik Software, 710
- BLOB (Binary Large Object), 397
- blocking style sheets, 257
- Blowfish algorithm, 799
- Bluestreak.com, 611
- <BODY> tag, 175

Bosak, Jack, 350
 bottlenecks, 834, 844–845
 bottom-up approach, 120, 894
 brand awareness, 601, 894
 brands, protecting, 549
 bread crumbs, 48, 894
 broadcast medium, 3, 894
 browsers
 browser-safe colors, 24–25, 71
 browsing directories in IIS, 749–750
 co-browsing, 504, 647–648
 detecting with JavaScript
 image preloading and, 299–300
 navigator object properties,
 294–296, 296
 purpose of, 294
 sniffer code, 297–298, 298
 history, accessing, 49
 implementing DHTML
 cross-browser DHTML, 325–328, 329
 in Internet Explorer, 321–322, 323
 in Netscape Navigator, 323–324, 325
 overview of, 320
 support limitations, 315–316
 interfaces, HTTP servers and, 414
 Internet access layer, 45
 Internet Explorer
 cookies in, 241–244
 HTML and, 150, 151–152
 implementing DHTML in, 321–322, 323
 style sheet support, 258
 JavaScript for opening, 291–293, 293
 navigation elements in, 45–46
 Navigation layer, 45
 Netscape Navigator
 cookies in, 240–241, 243
 HTML and, 150, 151–152
 implementing DHTML in, 323–324, 325
 marquees and, 97
 style sheet support, 258

 overview of, 31, 733
 plug-ins, for animation, 455–456
 Presentation layer, 45
 sessions, targeting hyperlinks to, 207
 support for CSS, 258, 263
 support for HTML, 150, 151–152
 testing CSS support, 258
 testing Java applets in, 378
 of users, 31, 127–128
 bulleted list tags, 353
 Bush, President, 545
 business online. *See* e-commerce
 business process in website development, 123
 business-to-business model. *See* B2B
 business-to-consumer model. *See* B2C
 <BUTTON> tag, 870–871, 871
 buying products. *See* payment transactions
 bytes, 134

C

caching hard drives, 845–846
 calculating download times, 133–134
 CAs (certificate authorities), 736, 804–806, 810,
 See also digital
 certificates; VeriSign
 cascading, 257
 Cascading Style Sheets. *See* CSS
 case sensitivity in XML, 354
 cash. *See* digital cash
 CASIE (Coalition for Advertising Supported
 Information and Entertainment), 601
 catalog, system, 752, *See also* metadata
 catalogs online, *See also* promotion
 business objectives, 623
 categorizing, 623–624
 components of, 622
 costs, 623
 defined, 621, 908

924 <CENTER> tag – contractual vertical marketing systems

- designing, 621–622, 623
- outsourcing purchase buttons, 622–623
- software for building, 623, 624
- special pricing in, 624
- <CENTER> tag, 881
- certificate authority certificates, 805, 894,
 - See also* digital
- certificates
- CFML (ColdFusion Markup Language), 755
- CGI (Common Gateway Interface) scripts
 - defined, 399, 417, 895
 - extracting data using, 418
 - guest books and, 417
 - versus JSPs and ASPs, 418–419
 - overview of, 276, 277
 - speed, 374
- chat service, 646, 894
- check payments online,
 - See also* payment transactions
 - defined, 503, 894, 908
 - disadvantages, 503, 776
 - Electronic Funds Transfer method, 776
 - hard-copy checks method, 776
 - payment software vendors, 776
- Children’s Online Privacy Protection Act (COPPA), 540, 894–895
- Cisco Systems, 568–570
- class file Java applets, 375, 377–378
- click patterns, 641–642
- clickthrough rate, 601
- clickthroughs, 599, 895
- client-pull, 76, 895
- client-side applications. *See* Java
- client-side scripting, 733
- Clinton, President, 532
- CMYK (subtractive) colors, 20
- co-browsing, 504, 647–648, 895
- Coalition for Advertising Supported Information and Entertainment (CASIE), 601
- COLD (Computer Output to Laser Disk), 397
- ColdFusion, Allaire, 399
- ColdFusion Markup Language (CFML), 755
- <COLGROUP> tag, 866
- color, 19–26
 - bit depths, 69–70
 - browser-safe colors, 24–25, 71
 - CMYK (subtractive) colors, 20
 - combinations, 23–26, 23
 - dithering, 24, 71
 - formats, 21–23
 - hexadecimal code colors, 21–25
 - of links, 49–50
 - monitor displays and, 20, 23–24
 - overview of, 19–20
 - palettes, 71
 - positional awareness and, 47
 - RGB (additive) colors, 20–25
 - style attribute, 261
 - transitions, 26
 - warning, 22
- columns
 - attribute of framesets, 198–199
 - creating in framesets, 202
 - in databases, 395, 396
- combined framesets, 210–212
- commerce. *See* e-commerce
- Commerce Server 2000, Microsoft, 624, 737, 756
- communities online, 506–507, 565, 652
- compression of image files, 76, 77
- Computer Output to Laser Disk (COLD), 397
- concatenation, 289–291, 290, 895
- confidentiality. *See* legal issues
- connections, Internet, 16–17, 470, 499
- Connolly, Don, 343
- consistency in design, 501
- CONTENT attribute, 229, 230, 230–231
- contractual vertical marketing systems, 687

- controlled-click patterns, **642, 895**
- cookies, *See also* HTML metadata
 - defined, **237–238, 895**
 - deleting, **243–244**
 - enabling/disabling, **240–243**
 - headers, **238**
 - in Internet Explorer, **241–244**
 - myths and truths, **239–240, 501**
 - in Netscape Navigator, **240–241, 243**
 - parameters, **238–239**
 - state maintenance with, **239**
- COPPA (Children’s Online Privacy Protection Act), **540, 894–895**
- copyrights, *See also* legal issues
 - copyright protection, **527, 528**
 - copyrighted material, **527**
 - databases and, **532**
 - defined, **896**
 - Feist Publications v. Rural Telephone, **532**
 - Information Infrastructure Task Force and, **532–533**
 - for multimedia, **107**
 - overview of, **529–531**
 - RIAA v. Napster, **531–532**
 - Sega Enterprises v. MAPHIA, **531**
- Corel Graphics Suite, **454**
- Corel Paradox database, **399**
- corporate vertical marketing systems, **687**
- cost-reduction tools, *See also* B2B
 - instant messaging, **694**
 - overview of, **691**
 - scheduling software, **693**
 - telecommuting, **691–692**
 - telephony, **692, 916**
 - video monitoring, **693–694**
 - voice recognition, **694**
 - web conferencing, **692–693**
- costs
 - of digital certificates, **811**
 - of in-house e-commerce sites, **496**
 - of online catalogs, **623**
 - of placing banner ads, **606–607**
 - of website publishing, **469–470**
- CPC (cost-per-click), **601, 896**
- CPM (cost per thousand), **601, 896**
- cracker example, **780**
- crackers, **541, 896**
- crawlers, **616, 896**
- credit card payments, *See also* payment transactions
 - batching, **773**
 - defined, **503, 896**
 - delayed-capture of, **773**
 - international currencies, **773–774, 774**
 - manual processing, **772–773**
 - payment gateways, **772, 910**
 - software vendors for, **771–772**
- CRM (customer relationship management),
 - See also* e-commerce site usability
 - attracting customers, **655**
 - using data mining, **656**
 - defined, **655, 896**
 - improving customer value, **655**
 - initiatives, **656**
 - retaining customers, **656**
- cryptography, **794, 795, See also** encryption
- CSS (Cascading Style Sheets), **256–274, See also** HTML
 - absolute positioning with, **265**
 - applying
 - embedded styles, **259, 899**
 - imported styles, **258–259, 903**
 - inline styles, **260, 903**
 - linked styles, **258–259, 905**
 - overview of, **258**
 - benefits, **262**
 - browser support for, **258, 263**
 - cascading, defined, **257**

- changeable attributes of, 260–262
- changes from CSS1 to CSS2, 263–264
- defined, 257, 348, 894
- in DHTML, 318
- exam essentials, 266
- external style sheets, 257, 258–259
- in HTML 4.01, 864–865
- key terms, 266
- overriding, 257
- overview of, 15, 256, 265–266
- review question answers, 272–274
- review questions, 267–271
- tag, 257, 260
- style guides, 263, 915
- style inheritance, 262
- style sheets, defined, 256–257, 915
- <STYLE> tag, 259
- W2CSS shareware, 265
- website addresses, 258, 263

currencies, international, 773–774, 774

customer relationship management. *See* CRM

customer service, *See also* e-commerce site

- usability; users
- asynchronous services
 - defined, 648, 892
 - e-mail, 648–649
 - web forms, 649
- continuous service, 564
- fear and, 654
- improving, 572–573
- incentives, 615, 652, 654
- one-to-one service, 565–566
- overview of, 503–504, 644–645
- planning, 653–655
- self-service
 - of accounts/profiles, 649
 - defined, 913
 - using FAQs, 649–650, 650, 901
 - giving feedback, 652–653
 - in HTML-based help, 651–652, 651

- in knowledge databases, 650, 905
- in online communities, 652, 908
- overview of, 649
- in surveys, 652
- self-service in B2B model
 - freight/shipping, 689–690
 - inventory information, 688–689
 - order tracking, 689
 - overview of, 687–688
- synchronous services
 - chat, 646, 894
 - co-browsing, 504, 647–648
 - defined, 645
 - telephone, 504, 646
 - telephony, 647, 692
- customs, 546–547, 896
- cybermall. *See* portals

D

data dictionary. *See* metadata

Data Encryption Standard (DES), 798, 897

data mining, 656, 897

data segments in EDI, 672

Data Source Name (DSN), 897

databases, 394–409, *See also* e-commerce site

- creation, in-house
- copyrights and, 532
- defined, 394–395, 751, 896
- distributed databases, 394, 898
- evolution of, 752
- exam essentials, 400–401
- extracting data with CGI, 418
- files, 396
- flat-file databases, 751–752, 900
- formally arranged data, 751
- hypertext databases, 395, 902
- key terms, 401
- knowledge databases, 650, 905

- management systems, 397–398, 753
- marketers and, 539–540
- metadata, 752
- Open Database Connectivity, 754
- Oracle8i databases, 754
- overview of, 400
- persistent information, 751
- purpose of, 753
- queries, 396
- relational databases, 752, 912
- review question answers, 407–409
- review questions, 402–406
- schema, 395–396, 396, 913
- SQL Server databases, 754–755
- Structured Query Language, 396, 753, 754
- system catalog, 752
- tables
 - defined, 395, 395–396
 - field names, 396
 - fields (columns), 395, 395
 - records (rows), 395–396, 395
- tools/programs, 398–400
- traditional databases, 394, 917
- DB-HTML Converter PRO, 399
- DB2 products, 398
- dB2K program, 398
- DBMSs (Database Management Systems), 397–398, 753, 897
- DDL (data definition language), 753
- default documents, 748–749, 897
- default user accounts in IIS, 738, 738–739
- tag, 868
- deleting cookies, 243–244
- Dell Computer example, 567–568
- demographics, 582–583, 897
- deprecated HTML attributes, 881–883
- deprecated HTML tags, 156–157, 348, 880–881, 897
- DES (Data Encryption Standard), 798, 897
- descriptive markup, 343–344
- DHTML (Dynamic Hypertext Markup Language), 314–339
 - browser implementation of
 - cross-browser DHTML, 325–328, 329
 - in Internet Explorer, 321–322, 323
 - in Netscape Navigator, 323–324, 325
 - overview of, 320
 - browser support limitations, 315–316
 - Cascading Style Sheets, 318
 - defined, 314–315, 898
 - Document Object Model in, 316–318, 317
 - events, 318–320
 - exam essentials, 330–331
 - HTML and, 314–315
 - key terms, 331
 - overview of, 329–330
 - review question answers, 337–339
 - review questions, 332–336
 - scripting languages and, 318–320
- Diamond v. Diehr patents case, 536
- Diffie, Whitfield, 799
- digital cash payments, *See also* payment transactions
 - benefits, 774–775
 - defined, 502–503, 894, 897
 - limitation, 774
 - point-of-sale modules, 775, 910
 - using wallets, 775, 918
- digital certificates, 504–506, *See also* security; VeriSign
 - certificate authorities, 736, 804, 805–806, 810
 - certificate authority certificates, 805, 894
 - cost, 811
 - defined, 804–805, 897
 - fields in, 804, 805
 - in IIS, 736
 - installing, 811
 - limitations, 811–813
 - obtaining, 810–811, 810
 - overview of, 504–506

- personal certificates, 805, 910
- revocation, 807–808
- server certificates, 805, 914
- software publisher certificates, 805, 914
- SSL and, 808–809, 809
- types of, 805
- X.509v3 standard for, 806–807, 919

Digital Millenium Copyright Act (DMCA), 539, 897

digital signature process, 802–803, 897

<DIR> tag, 881

directories

- browsing option in IIS, 743, 749–750
- defined, 898
- easy access to, 536
- versus search engines, 235–236
- structure, in websites, 50–51, 51
- virtual directories, 737, 746–747

Directory Security tab in IIS, 743, 744

DISABLED attribute, 879

displays. *See* monitor displays

distributed databases, 394, 898

dithering, 24, 71, 898

DNS, IIS and, 748

document attributes in HTML 4.01, 875–876

Documents tab in IIS, 741–742, 742

DOM (Document Object Model), 316–318, 317, 898

domain names, 533–534, 898

dot notation in JavaScript, 284, 284–285

download speed, *See also* speed

- banner ad file size and, 603
- calculating, 133–134
- image file size and, 16–17
- multimedia file size and, 95–96, 104, 104
- preloading images and, 299–300
- slicing images and, 81

downloaded audio, 98

dQuery/Web program, 398

Dreamweaver, Macromedia, 451, 471, 474

Dreamweaver UltraDev, Macromedia, 399

drivers in e-commerce, 577–578, 898

DSL (digital subscriber line) connections, 499, 898

DSN (Data Source Name), 897

dynamic, 898

dynamic HTML tables, 175

E

e-business, *See also* e-commerce

- defined, 683, 898
- versus e-commerce, 683
- transactions, 683–684
- UDDI and, 684

e-cash. *See* digital cash

e-commerce, 488–521

- Amazon.com example, 123
- barriers, 578, 893
- benefits for users
 - continuous support, 564
 - global scale, 566
 - immediate purchasing, 566
 - integration, 564–565
 - interactivity, 564
 - newsletters, 565
 - one-to-one service, 565–566
 - online communities, 506–507, 565
 - opt-in e-mail, 565, 621
 - overview of, 563
 - personal selection, 563
- business-to-business model, *See also* B2B
 - defined, 494
 - example, 495
 - statistics, 488, 489
- business-to-consumer model
 - defined, 494–496
 - example, 495

- overview of, 670
- statistics, 488
- components of success
 - fulfilling orders, 502
 - fulfilling unmet needs, 123
 - generating demand, 500–501
 - online community, 506–507
 - overview of, 498, 500
 - processing payments, 502–503
 - providing service/support, 503–504
 - security, 504–506
 - taking orders, 501–502
- cookies and, 501
- defined, 490, 899
- disadvantages, 492–494
- drivers, 577–578, 898
- exam essentials, 511–512
- expanding internationally, 543–544
- gambling sites, 542
- guidelines, 509–510
- hardware needs, 499
- key terms, 512
- non-repudiation and, 491
- overview of, 488, 510–511
- review question answers, 519–521
- review questions, 513–518
- site categories, 123
- site characteristics, 132–133
- site implementation
 - in-house solutions, 496
 - instant (outsourced) storefronts, 496–498
 - overview of, 496
 - in phases, 508–509
- site maintenance, 832–833
- site planning checklist, 886–889
- site webmasters, 832
- software needs, 499–500
- statistics, 488–489
- versus traditional commerce, 490–491
- virtual enterprises, 507–508
- e-commerce site creation, in-house, 732–767
 - advantages, 496
 - choosing tools, 750
 - using ColdFusion Markup Language, 755
 - cost, 496
 - databases, *See also* databases
 - database management systems, 397–398, 753
 - defined, 394–395, 751, 896
 - evolution of, 752
 - flat-file databases, 751–752, 900
 - metadata, 752
 - Open Database Connectivity, 397, 754, 909
 - Oracle8i databases, 754
 - purpose of, 753
 - relational databases, 752, 912
 - SQL Server databases, 754–755
 - Structured Query Language, 396, 753, 754
 - system catalog, 752
 - defined, 496, 903
 - disadvantages, 496
 - exam essentials, 758
 - using IBM WebSphere Commerce Suite, 755–756
 - using iPlanet, 756
 - using Microsoft Commerce Server 2000, 624, 737, 756
 - using Microsoft Solution Sites, 756–757
 - overview of, 732, 750, 757
 - web servers, *See also* web servers
 - Apache web servers, 415–416, 734
 - default documents, 748–749
 - directory browsing, 749–750
 - error messages, 749
 - Lotus Domino servers, 734
 - Microsoft Internet Information Server, 735–748, 738–740, 742–745
 - overview of, 732–733
 - Sun-Netscape Alliance (iPlanet) servers, 734–735

e-commerce site creation, outsourcing, 706–729
 via application service providers, 707–708, 892
 defined, 706–707, 909
 exam essentials, 720–721
 instant storefronts
 black box model, 713
 defined, 496–497, 711, 903
 example, 497–498
 features/options, 712
 offline storefronts, 497, 715–719
 online storefronts, 497–498, 711, 712–715
 security, 711–712
 using web hosting services, 711
 key terms, 721
 offline instant storefronts
 advantages, 497, 715
 choosing, 715–716
 customization options, 715
 defined, 497, 907
 disadvantages, 497, 715
 drawbacks, 715
 entry-level storefronts, 716–717
 high-level storefronts, 718–719
 mid-level storefronts, 717–718
 versus online storefronts, 712
 online auctions
 auction management software, 710–711
 benefits, 709
 defined, 708
 Dutch auctions, 709
 eBay example, 708, 709
 inventory, 708–709
 reserve price auctions, 709
 rules, 709
 vertical auctions, 709–710
 online instant storefronts
 advantages, 497, 713
 creating, 712

 defined, 497, 908
 disadvantages, 497, 712–713
 Miva Merchant example, 713
 versus offline storefronts, 712
 overview of, 711
 portal storefronts, 713–715
 security, 712
 Verio example, 497–498
 overview of, 719–720
 payment transactions, 622–623
 review question answers, 727–729
 review questions, 722–726
 warning, 708
e-commerce site performance monitoring, 832–855
 exam essentials, 847
 and improving hardware, 845
 key terms, 847
 overview of, 832, 833–834, 846
 review question answers, 853–855
 review questions, 848–852
 system monitoring, 841–843
 in system/service logs, 834–836
 web application session state, 846
 in web server logs
 access log, 837
 agent log, 837–838, 838
 effect on performance, 836
 error log, 837
 evaluating, 835
 HTTP transactions, 836
 overview of, 834, 837
 prioritizing checking, 835
 purposes of, 834
 referrer log, 837
 third-party analysis of, 836, 838, 839
 web servers
 bottlenecks, 834
 correcting bottlenecks, 844–845

- and interpreting data, 844
- memory, 845–846
- overview of, 843–844
- using packet sniffers, 844
- using Performance Monitor, 841–843
- queues, 833–834
- and testing, 839–841, 840
- e-commerce site usability, **638–667**
 - asynchronous services
 - defined, **648, 892**
 - e-mail, 648–649
 - web forms, 649
 - customer relationship management
 - attracting customers, 655
 - using data mining, 656
 - defined, **655, 896**
 - improving customer value, 655
 - initiatives, 656
 - retaining customers, 656
 - customer self-service
 - of accounts/profiles, 649
 - defined, **913**
 - using FAQs, 649–650, 650
 - giving feedback, 652–653
 - in HTML-based help, 651–652, 651
 - in knowledge databases, 650, 905
 - in online communities, 652, 908
 - overview of, 649
 - in surveys, 652
 - customer service and
 - asynchronous services, 648–649
 - fear and, 654
 - incentives, 615, 652, 654
 - overview of, 644–645
 - planning, 653–655
 - self-service, 649–653, 650–651
 - synchronous services, 645–648
 - by customers
 - analyzing click patterns, 641–642
 - browsers and, 127–128
 - connection speeds and, 16–17
 - goals in, 639–641
 - knowing customers, 126–127
 - lowest common denominator and, 8–9, 131–132
 - screen resolutions and, 17, 17–19
 - testing on, 128–130, 643–644
 - usability elements and, 127
 - defined, **638–639, 917**
 - exam essentials, 657–658
 - key terms, 659
 - measuring with metrics, 655, 906
 - overview of, 638, 657
 - review question answers, 665–667
 - review questions, 660–664
 - screen flow and, 642
 - synchronous services
 - chat, 646, 894
 - co-browsing, 504, 647–648
 - defined, **645**
 - telephone, 504, 646
 - telephony, 647, 692
- e-mail as customer service, **648–649**
- e-mail marketing, *See also* promotion
 - opt-in e-mail, 565, 621
 - overview of, 620
 - spam e-mail, 620
 - targeted e-mail, 500–501, 620–621
 - warning, 621
- eBay auction site, 708, **709**
- ECMA (European Computer Manufacturers Association) Script, **282**
- EDI (Electronic Data Interchange), *See also* B2B
 - candidates for, 672
 - data segments, 672
 - defined, **671, 899**
 - goals, 671
 - Internet and, 675–676
 - limitations, 671–672
 - messages, 673–674, 678–679

- OBI and, 681
- security, 676–677
- standards, researching, 674–675
- trading partners, 672
- transaction sets, 672
- transactions, 672–673, 673
- XML and, 677–679, 681
- editors, 899, *See also* website authoring tools
- EFT (Electronic Funds Transfer), 776
- embed, 899
- <EMBED> tag, 456
- embedded animation, 456
- embedded audio, 98
- embedded styles, 259, 899
- embedding
 - JavaScript into HTML
 - comment tags and, 283
 - using dot notation, 284–285, 284
 - with inline scripting, 282
 - LANGUAGE attribute and, 283
 - with <SCRIPT> tag, 282–283
- empty tags, 353–354
- encryption, *See also* SSL
 - asymmetric (public key) encryption
 - advantages, 801
 - authentication process, 802–803
 - certificate authorities and, 804–806, 805
 - defined, 799–800, 800, 892
 - digital signature process, 802–803
 - disadvantage, 801
 - private keys in, 799–801, 800
 - properties, 800–801
 - RSA algorithm, 801
 - in SET, 815
 - SSL protocol and, 809, 809
 - cipher algorithms, 796, 895
 - ciphertext messages, 796, 895
 - decryption, 796, 796, 798, 800, 800
 - defined, 795–796, 796
 - export laws and, 547
 - hash algorithms, 801–802, 901
 - in IIS, 736
 - key length, 797
 - key secrecy, 796
 - myth about, 780
 - one-way encryption, 801–802, 908
 - overview of, 504–506
 - using S/MIME, 676–677, 913
 - in SSL protocol, 808–809, 809
 - strength of, 796–797
 - symmetric (private key) encryption
 - advantages, 798
 - algorithms using, 798–799
 - defined, 798, 798
 - in SET, 815
 - in SSL protocol, 808
 - warning, 799
 - warning, 798, 799
- enfolding, 799
- enveloping, 677, 899
- EP (electronic publishing), 525, *See also* website publishing
- error logs, 837
- error messages, 749
- European Computer Manufacturers Association (ECMA) Script, 282
- events
 - attributes of in HTML 4.01, 876–877
 - defined, 899
 - in DHTML, 318–320
 - event-driven model, 279–280, 899
 - “The Evolution of Web Documents: The Ascent of XML” (Connolly, Khare, and Rifkin), 343
- exchanging banner ads, 609–610
- explicit tags in XML, 353
- exporting e-commerce products, 546–547
- extending web server features, 733

extensions to HTML, 157, 346–348, 900
 extranets, 4, 900

F

FairMarket, 710
 FAQs (frequently asked questions), 649–650, 650, 901
 fear, customer, 654
 Federal Express example, 572–573
 feedback, customer, 652–653
 Feist Publications v. Rural Telephone copyright case, 532
 fields in databases, 395, 395–396
 fields in digital certificates, 804, 805
 <FIELDSET> tag, 869–870, 870
 file extensions
 for audio, 98
 .cgi, 417
 .class, 377
 .css, 258
 for images, 75
 .pl, 417
 file formats, image, 75–78, 78
 File Transfer Protocol. *See* FTP
 FileMaker Pro database, 399
 filenames, 52
 firewalls, 835, 900
 Fireworks, Macromedia, 454
 Flash, Macromedia, 97, 98, 457
 flat-file databases, 751–752, 900
 FlexSite, Lincoln Beach, 453
 focus groups, 584, 900
 fonts, *See also* website design
 anti-aliasing, 29, 29
 Arial font, 26, 29
 choosing, 30
 font size, 28–29
 horizontal line length and, 29

 limitations of, 27
 in Macintoshes, 28–29
 in Microsoft, 30–31
 in Netscape, 30, 31
 overview of, 26–27
 in PCs, 28–29
 sans-serif fonts, 28, 28
 serif fonts, 27, 27
 style attributes, 261
 Times New Roman, 26, 29
 TrueType fonts, 29
 form attributes in HTML 4.01, 877–880, 878, 880
 forms, web, 649
 <FRAME> tag, 200, 865
 frames/framesets, 900, *See also* HTML frames
 <FRAMESET> tag, 198–201, 199, 215–216, 865
 frequently asked questions (FAQs), 649–650, 650, 901
 FrontPage, Microsoft, 417, 451, 471, 474
 FTP (File Transfer Protocol)
 defined, 468, 900
 in IIS, 736
 WS_FTP Pro, 471–473, 472
 functions in JavaScript, 294

G

gambling sites, 542
 Gartenberg, Lewis, 265
 GenCode language, 344
 GIF (Graphics Interchange Format), 76
 GIFs, transparent, 15, 76, 917
 global markets, 566, 580, 901
 GML (Generalized Markup Language), 149, 344
 goals
 of Electronic Data Interchange, 671
 of HTML, 345–346
 multimedia and, 100–101

- navigation and, 54
- in security, 794–795, 813
- in site usability, 639–641
- in web development process, 121–122
- in Web marketing, 572–575, 575
- of XML, 350–351

Goldfarb, Charles, 344

graphics. *See* images

Graphics Suite, Corel, 454

guest books, 417

GUIs (graphical user interfaces), 276, 901

H

- hackers, 541, 901
- handshakes, 808, 901
- hard goods, 579, 901
- hardware
 - improving, 845
 - interoperability, in payment transactions, 817
 - needs, in e-commerce, 499
- hash algorithms, 801–802, 901
- headers, cookie, 238
- headings in positional awareness, 47
- Heinle, Nick, 265
- Hellman, Martin, 799
- hexadecimal code colors, 21–25
- Hipbone software, 504
- hits, 349, 601
- Home Directory tab in IIS, 742–743, 743
- home page access, providing, 49
- HomeSite, Macromedia, 453
- horizontal marketing systems, 687, 902
- hosting website publishing, 469–470
- HotDog PageWiz, Sausage Software, 452
- HotDog Professional, Sausage Software, 453
- HREF attribute, 205
- HTML 4.01, 864–884
 - Cascading Style Sheets, 864–865
 - defined, 155
 - deprecated attributes, 881–883
 - deprecated tags
 - <APPLET>, 157, 871, 880
 - <BASEFONT>, 880–881
 - <CENTER>, 881
 - defined, 897
 - <DIR>, 881
 - <ISINDEX>, 881
 - <MENU>, 881
 - overview of, 880
 - <S>, 881
 - <STRIKE>, 881
 - <U>, 881
 - LANG attribute values, 867–868
 - new attributes
 - ACCESSKEY, 877–879, 878
 - DISABLED, 879
 - document attributes, 875–876
 - event attributes, 876–877
 - form attributes, 877–880, 878, 880
 - ID, 875
 - overview of, 874–875
 - READONLY, 879
 - SUMMARY, 879
 - TABINDEX, 879–880, 880
 - table attributes, 879–880, 880
 - TITLE, 875–876, 875
 - new tags
 - <ABBR>, 866
 - <ACRONYM>, 866
 - <BDO>, 867
 - <BUTTON>, 870–871, 871
 - <COLGROUP>, 866
 - , 868
 - <FIELDSET>, 869–870, 870
 - <FRAME>, 865
 - <FRAMESET>, 865
 - <IFRAME>, 865
 - <INS>, 868

- <LABEL>, 868–869
- <LEGEND>, 869–870, 870
- <NOFRAMES>, 865, 873
- <NOSCRIPT>, 873
- <OBJECT>, 871–873, 880
- <OPTGROUP>, 870
- overview of, 865
- <PARAM>, 872
- <Q>, 866–867
- , 874
- <TBODY>, 866
- <TFOOT>, 866
- <THEAD>, 866
- obsolete tags, 884
- overview of, 884
- HTML frames, **196–225**
 - advantage, 197
 - combining, 210–212
 - creating, 197, 200
 - defined, **196**, 197, **197**
 - disadvantages, 215
 - exam essentials, 215–216
 - frame relationships, 206–207, 206–207
 - <FRAME> tag, 200
 - framesets
 - absolute sizing, 199, 199
 - adding attributes to, 212–213
 - adding hyperlinks to, 203
 - columns attribute, 198–199
 - creating columns, 202
 - creating navigation framesets, 203
 - creating rows, 201–202
 - defined, **196**
 - <FRAMESET> tag, 198–201, 199, 215–216
 - nesting, 207, 209, 216
 - relative sizing, 198
 - rows attribute, 198–199, 199
 - versus HTML tables, 173, 174
 - key terms, 216
 - navigation and, 16, 196–197, 197
 - <NOFRAMES> tag, 213–214
 - overview of, 196, 215
 - review question answers, 223–225
 - review questions, 217–222
 - SRC attribute, 200
 - targeting hyperlinks in
 - for all pages at once, 205–206
 - <BASE> tag and, 205–206
 - in combined framesets, 210–212
 - between frames, 204–205
 - HREF attribute, 205
 - by name, 204, 206, 206
 - NAME attribute and, 204
 - in nested framesets, 207, 209, 216
 - to new browser sessions, 207
 - overview of, 215
 - to parent pages, 207
 - by relationship, 206–207, 206–207
 - specifying base targets, 205–206
 - TARGET attribute, 205
 - to top frames, 207–209
 - in web page layout, 16
- HTML (Hypertext Markup Language), **148–169**,
 - See also* CSS; DHTML; XML
 - advantages, 345–346, 350–352
 - browser support for, 150, 151–152
 - combining with XML in XHTML, 359
 - defined, **148–149**
 - disadvantage, 342
 - embedding JavaScript into
 - comment tags and, 283
 - using dot notation, 284–285, 284
 - with inline scripting, 282
 - LANGUAGE attribute and, 283
 - with <SCRIPT> tag, 282–283
 - exam essentials, 160–161
 - future of, 358
 - goals of, 345–346
 - HTML-based customer help, 651–652, 651
 - inserting images in, 454

- interpreter programs for, 150
- key terms, 161
- limitations of, 348–350
- non-standard extensions, 346–348
- overview of, 148, 160
- versus programming languages, 149
- review question answers, 167–169
- review questions, 162–166
- separating format from structure in, 348
- versus SGML, 149
- standards, *See also* HTML 4.01
 - defined, 152–153, 902
 - deprecated tags, 156–157, 897
 - HTML 1.0 and 2.0, 153
 - HTML 3.0 and 3.2, 154
 - HTML 4.0, 154–155
 - HTML 4.01, 155
 - proprietary extensions to, 157
 - who controls, 153
 - XHTML, 156
- tags
 - attribute values, 354
 - defined, 149
 - deprecated tags, 156–157, 348, 348, 880–881, 897
 - empty tags, 353
 - listed, 858–860
 - non-explicit tags, 353
 - overview of, 345–346
 - versus XML tags, 342, 350–354
 - web page accessibility and, 157–159
 - using in web-based animation, 456
 - XHTML (Extensible HTML), 156, 359, 919
- HTML metadata, 228–254
 - and cookies
 - defined, 237–238
 - deleting, 243–244
 - enabling/disabling, 240–243
 - headers, 238
 - in Internet Explorer, 241–244
 - myths and truths, 239–240
 - in Netscape Navigator, 240–241, 243
 - parameters, 238–239
 - state maintenance with, 239
 - defined, 228–229, 752
 - exam essentials, 245–246
 - key terms, 246
 - <META> tag
 - advantage, 232
 - “author” values, 232
 - changing URLs automatically, 237
 - CONTENT attribute, 229, 230–231, 230
 - defined, 228–229, 906
 - “expires” values, 231–232
 - “generator” values, 232
 - HTTP-EQUIV attribute, 229–231, 229–230
 - NAME attribute, 229, 231, 231
 - “reply-to” values, 231–232
 - search engines and, 617–618
 - using, 231–232
 - metadata, defined, 228, 752
 - overview of, 228, 244
 - review question answers, 252–254
 - review questions, 247–251
 - and search engines
 - “description” values, 232, 234–235
 - versus directories, 235–236
 - “keywords” values, 231–234, 231
 - overview of, 232–233
 - preventing site access by, 235
 - registering sites with, 232, 235
 - relevance ranking, 236
 - “robots” values, 235
- HTML tables, 172–193
 - attributes, 175–176, 861, 879–880, 880
 - creating page structures with
 - <BODY> tag, 175
 - complex borderless structures, 182–184

- versus with frames, 173, 174
 - overview of, 172–173, 173–174, 180
 - simple borderless structures, 180–182
 - <TABLE> tag, 175–176, 861, 916
 - <TD> (table data) tag, 176
 - <TH> (table heading) tag, 176
 - <TR> (table row) tag, 176
 - diagramming
 - complex tables, 174, 177, 177, 179–180
 - overview of, 176
 - simple tables, 173, 176, 177, 178
 - dynamic tables, 175
 - exam essentials, 185
 - key terms, 185
 - overview of, 172, 184
 - review question answers, 191–193
 - review questions, 186–190
 - static tables, 175
 - in web page layout, 15
 - HTML text editors, *See also* website
 - authoring tools
 - advantages, 452
 - defined, 452, 902
 - disadvantages, 452–453
 - examples of, 453
 - website publishing with, 470, 473–474
 - HTTP (Hypertext Transfer Protocol), 229, 733, 902
 - HTTP servers, 412–427, *See also* web servers
 - administration
 - by Apache, 415–416
 - by applications running on, 414
 - by browser interfaces, 414
 - by Microsoft Internet Information Server, 415, 416
 - in Microsoft Management Console, 414, 415
 - by Microsoft Personal Web Server, 415
 - by Netscape Enterprise Server, 416
 - remote administration, 414
 - defined, 412–413, 902
 - dynamic web page technologies on
 - Active Server Pages, 418–419
 - Common Gateway Interface, 417–418
 - Java Server Pages, 418–419
 - Microsoft FrontPage, 417
 - overview of, 416–417
 - exam essentials, 419–420
 - key terms, 420
 - overview of, 419
 - ports and, 413–414
 - review question answers, 426–427
 - review questions, 421–425
 - transactions, logging, 836
 - HTTP-EQUIV attribute, 229–230, 229–231
 - HTTPS in installing certificates, 811
 - HyperCard, 148–149
 - hyperlinks, *See also* banner ads; HTML frames
 - colors of, 49–50
 - defined, 148, 902
 - on marketer sites, 599
 - on publisher sites, 599
 - trading, 237
 - hypermedia, 148–149, 902
 - hypertext, 148, 902, *See also* HTML
 - hypertext databases, 395, 902
-
- I**
- IAB (Internet Architecture Board), 432, 904
 - IBM WebSphere Commerce Suite, 755–756
 - ICANN (Internet Corporation for Assigned Names and Numbers), 433–434, 904
 - icons, navigational, 48
 - ID attribute, 875
 - IDEA (International Data Encryption Algorithm), 798–799
 - IETF (Internet Engineering Task Force), 433, 904
 - <IFRAME> tag, 865

- IIS (Internet Information Server),
 - See also* web servers
 - Active Server Pages, 736
 - advantages, 735
 - certificates, 736
 - default anonymous accounts, 738–739, 738
 - defined, 415, 416
 - DNS and, 748
 - encryption, 736
 - features, 737
 - File Transfer Protocol, 736
 - installing, 737
 - integration simplicity, 736–737
 - limitation, 735
 - log file example, 838, 838
 - Microsoft Management Console, 414, 415, 739–740, 739
 - overview of, 735
 - security, 736
 - settings
 - accessing, 740
 - directory browsing option, 743, 749–750
 - Directory Security tab, 743, 744
 - Documents tab, 741–742, 742
 - Home Directory tab, 742–743, 743
 - Performance tab, 744, 745
 - Web Site tab, 740, 741
 - virtual directories, 737, 746–747
 - virtual web servers, 737, 746, 747–748
- IITF (Information Infrastructure Task Force), 532–533
- IM (instant messaging), 694
- image editing programs, *See also* website authoring tools
 - defined, 902
 - examples of, 454
 - inserting images in HTML, 454
 - overview of, 453–454
- images, 68–91, *See also* color; multimedia
 - alternative text for, 79
 - bitmap graphics, 72–73, 72
 - compression of, 76, 77
 - creating, 78–79
 - download speed
 - file size and, 16–17
 - preloading images and, 299–300
 - slicing images and, 81
 - exam essentials, 82–83
 - file formats
 - animated GIFs, 76, 892
 - GIF format, 76
 - JPEG format, 76–77
 - lossless formats, 76
 - lossy formats, 77
 - native support for, 75
 - overview of, 75
 - PNG format, 77–78
 - SVG format, 78, 78
 - transparent GIFs, 76
 - graphic interlacing, 76
 - graphical user interfaces, 276, 901
 - graphics programs, 73–74
 - tag, 454
 - key terms, 83
 - optimizing, 79–81
 - overview of, 68–69, 81–82
 - paint programs, 74
 - pixels, 69, 910
 - positional awareness and, 47
 - review question answers, 89–91
 - review questions, 84–88
 - rollovers, 299–300
 - screen resolutions and, 70
 - vector graphics
 - defined, 73, 73, 917
 - programs, 74
 - in web-based animation, 455
 - warning, 79

immediacy in purchasing, 566, 903
 imported styles, 258–259, 903
 importing e-commerce goods, 546–547
 impressions, 602, 903
 in-house. *See* e-commerce site creation, in-house
 incentives, 615, 652, 654
 industrial property, 527, 903
 Information Infrastructure Task Force (IITF),
 532–533
 inheritance of styles, 262, 903
 inline scripting, 282
 inline styles, 260, 903
 <INS> tag, 868
 instant messaging (IM), 694
 instant storefronts. *See* e-commerce site creation,
 outsourcing
 intellectual property. *See* legal issues
 interactivity, 564, *See also* DHTML; Java applets;
 JavaScript
 intercompany commerce, 489, *See also* B2B
 interlacing, graphics, 76, 901
 Intermatic v. Toeppen trademark case, 534
 international currencies, 773–774, 774
 International Data Encryption Algorithm (IDEA),
 798–799
 Internet Commerce software, 718–719
 Internet connections, 16–17, 470, 499
 Internet Explorer, *See also* browsers
 cookies in, 241–244
 HTML and, 150, 151–152
 implementing DHTML in, 321–322, 323
 style sheet support, 258
 Internet Information Server. *See* IIS
 Internet standards organizations, 430–443
 exam essentials, 435
 Internet Architecture Board, 432, 904
 Internet Corporation for Assigned Names and
 Numbers, 433–434, 904
 Internet Engineering Task Force, 433, 904

Internet Research Task Force, 432, 904
 Internet Society, 431, 904
 key terms, 436
 overview of, 430, 435
 Requests for Comments and, 434, 912
 review question answers, 442–443
 review questions, 437–441
 World Wide Web Consortium, 433, 918
 Internet taxation, *See also* legal issues
 bit tax, 546, 893
 international tax, 546
 Internet Tax Freedom Act, 544–545, 546, 904
 Internet Tax Non-Discrimination Act, 545
 overview of, 544
 state sales tax, 545
 Internet TV, 100, 904, *See also* WebTV
 intranets, 4, 904
 inventory, 708–709, 904
 inverted pyramid style, 9, 9–10
 iPlanet e-commerce software, 756
 iPlanet web servers, 734–735
 Iron Mountain Group, 707
 IRTF (Internet Research Task Force), 432, 904
 ISAM (Indexed Sequential Access Method), 398
 ISDN (Integrated Services Digital Network)
 connections, 499, 903
 <ISINDEX> tag, 881
 ISOC (Internet Society), 431, 904
 ITFA (Internet Tax Freedom Act),
 544–546, 904
 iWon Stores, 714

J

Java applets, 372–391
 authoring tools, 381
 class file applets, 375, 377–378
 defined, 280, 373–375, 892

- embedding in web pages
 - animation applets, 378–380, 379–380
 - using <APPLET> tag, 375–376, 377
 - how applets work, 377–378
 - using <OBJECT> tag, 375–376
 - overview of, 375–376
 - and testing in browsers, 378
 - exam essentials, 382–383
 - key terms, 383
 - limitations, 378
 - multithreading, 374–375
 - overview of, 381–382
 - <PARAM> tag and, 375, 376–377
 - platform independence, 374
 - review question answers, 389–391
 - review questions, 384–388
 - running on client side, 375
 - speed, 374
 - strengths, 372–373
- Java Database Connectivity (JDBC), **398**
- Java language
 - defined, 373
 - versus JavaScript, 280–281
 - versus plug-ins, multimedia and, 105–106
 - strengths, 372–373, 382
- Java Server Pages (JSPs), **418–419**
- JavaScript language, **276–311**, *See also* scripting languages
 - communicating with users
 - alert messages, 286–288, 287–288
 - concatenating messages, 289–291, 290
 - in opening new browser windows, 291–293, 293
 - overview of, 286
 - prompting for data messages, 288–291, 290
 - defined, 278–280
 - detecting browsers with
 - image preloading, 299–300
 - navigator object properties, 294–296, 296
 - purpose of, 294
 - sniffer code, 297–298, 298
 - ECMA Script and, 282
 - embedding into HTML
 - comment tags and, 283
 - using dot notation, 284–285, 284
 - with inline scripting, 282
 - with <SCRIPT> tag, 282–283
 - as event-driven, 279–280
 - exam essentials, 302–303
 - functions, 294
 - versus Java, 280–281
 - versus JScript, 282
 - key terms, 303
 - LiveWire and, 281
 - load events, 294
 - methods, 278
 - object hierarchy, 284–285, 284
 - as object-based language, 279, 907
 - objects, 277, 907
 - overview of, 276–277, 301–302
 - versus programming languages, 279–281
 - programming languages and, 277–278
 - properties, 278, 911
 - review question answers, 309–311
 - review questions, 304–308
 - statements, 286
 - strengths, 285
 - versus VBScript, 281- JDBC (Java Database Connectivity), **398**
- JPEG (Joint Photographic Experts Group) format, 76–77
- JScript language, **282**
- JSPs (Java Server Pages), **418–419**
- JUMBOMALL, 714–715
- jurisdiction, *See also* legal issues
 - Connecticut court case, 542
 - crackers and, 541

defined, 541
 gambling sites and, 542
 hackers and, 541
 minimizing lawsuits, 542–543
 “minimum contacts” and, 542
 overseas business exercise, 543–544
 patents and, 543
 State of Minnesota v. Granite Gate
 Resorts, 542

K

Kaplan, Stanley, 534–535
 Kaplan v. Princeton Review trademark case,
 534–535
 keys. *See* encryption
 keyword guidelines, 618–620
 “keywords” values, 231, 231–234
 Khare, Rohit, 343
 knowledge databases, 650, 905

L

<LABEL> tag, 868–869
 languages
 LANG attribute values, 867–868
 markup languages, *See also* DHTML; HTML;
 SGML; XML
 defined, 343–344
 GML, 149, 344
 XHTML, 156, 359, 919
 object-based languages, 279, 907
 programming languages, *See also* Java
 event-driven model, 279
 versus JavaScript, 279–281
 JavaScript and, 277–278
 versus markup languages, 149
 methods, 278

object-oriented model, 277, 279, 373
 objects, 277
 procedural model, 279, 910
 properties, 278, 911
 query languages, 396
 scripting languages, *See also* JavaScript
 in DHTML, 318–320
 ECMA Script and, 282
 JScript, 282
 versus programming languages, 277, 279
 VBScript, 281
 Structured Query Language, 396, 753,
 754, 915
 translation services, 690–691
 Lanham Act of 1964, 533, 534, 917
 <LAYER> tag, 16, 323–324, 325
 layout. *See* web page layout
 legal issues, 524–560
 copyrights
 copyright protection, 527, 528
 copyrighted material, 527
 databases and, 532
 defined, 896
 Feist Publications v. Rural Telephone, 532
 Information Infrastructure Task Force and,
 532–533
 for multimedia, 107
 overview of, 529–531
 RIAA v. Napster, 531–532
 Sega Enterprises v. MAPHIA, 531
 customs, 546–547, 896
 encryption software and, 547
 exam essentials, 550–551
 importing/exporting goods, 546–547
 intellectual property
 copyrights, 527–528
 defined, 903
 industrial property, 527, 903
 international protection, 528
 inventions, 527

- overview of, 525–526
- trademarks/service marks, 527
- World Intellectual Property Organization, 543
- Internet taxation
 - bit tax, 546, 893
 - international tax, 546
 - Internet Tax Freedom Act, 544–545, 546, 904
 - Internet Tax Non-Discrimination Act, 545
 - overview of, 544
 - state sales tax, 545
- jurisdiction
 - Connecticut court case, 542
 - crackers and, 541
 - defined, 541
 - hackers and, 541
 - minimizing lawsuits, 542–543
 - “minimum contacts” and, 542
 - online gambling and, 542
 - overseas business exercise, 543–544
 - patents and, 543
 - State of Minnesota v. Granite Gate Resorts, 542
- key terms, 552
- online searches on, 529
- overview of, 524–525, 528–529, 550
- patents
 - Apple Computer cases, 535–536
 - defined, 535, 909
 - Diamond v. Diehr, 536
 - jurisdiction and, 543
 - patent claims, 535
 - software and, 535–536
- privacy and confidentiality
 - Children’s Online Privacy Protection Act, 540
 - court documents, 536–537
 - Digital Millenium Copyright Act, 539
 - directory listings, 536
 - easy access to public information, 536–538
 - finding out about your own, 537
 - Internet privacy law site, 538
 - marketers, consumer databases and, 539–540
 - misuse of sensitive information, 540
 - No Electronic Theft Act, 538–539, 907
 - Online Copyright Infringement Liability Limitation Act, 538, 908
 - overview of, 536
 - Social Security Administration example, 540
- protecting brands, 549
- review question answers, 558–560
- review questions, 553–557
- tariffs, 547–549
- trademarks
 - defined, 527, 533, 916
 - domain names and, 533–534
 - Intermatic v. Toeppen, 534
 - Kaplan v. Princeton Review, 534–535
 - Lanham Act of 1964, 533, 534
 - losing, 533
 - Porsche Cars v. Porsch.com, 534
 - warnings, 524, 547
- <LEGEND> tag, 869–870, 870
- linear media, 5, 46, 905
- linked styles, 258–259, 905
- links. *See* hyperlinks
- literary works, 527, 529, *See also* copyrights
- LiveMotion, Adobe, 457
- LiveWire, JavaScript and, 281
- load events, 294, 905
- localization, 690, 905
- log files, 602
- logical markup, 343–344
- logs, *See also* e-commerce site performance system/service logs, 834–836

web server logs
 access log, 837
 agent log, 837–838, 838
 effect on performance, 836
 error log, 837
 evaluating, 835
 HTTP transactions, 836
 IIS example, 838, 838
 overview of, 834, 837
 prioritizing checking, 835
 purposes of, 834
 referrer log, 837
 third-party analysis of, 836, 838, 839
 lossless image formats, 76, 905
 lossy image formats, 77, 905
 Lotus Domino database tools, 399
 Lotus Domino web servers, 734
 lowest common denominator, 8–9, 905

M

Macintoshes, fonts and, 28–29
 Macromedia
 Allaire ColdFusion, 399
 Dreamweaver, 451
 Dreamweaver UltraDev, 399
 Fireworks, 454
 Flash, 97, 98, 457
 HomeSite, 453
 marketer sites, 599, 906
 marketers
 consumer databases and, 539–540
 defined, 905
 publisher sites and, 598
 marketing. *See* Web marketing
 MarketSelect software, 710
 markup languages, *See also* DHTML;
 HTML; XML
 ColdFusion Markup Language, 755
 defined, 343–344

Extensible HTML, 156, 359, 919
 Generalized Markup Language, 149, 344
 versus programming languages, 149
 Structured GML
 defined, 343, 914
 history of, 344
 versus HTML, 149
 XML as subset of, 344–345
 mass media, 3–4
 MD5 hash algorithm, 802, 906
 memory in web servers, 845–846
 <MENU> tag, 881
 MerchandiZer software, 717–718
 merchant accounts, online, 771, 908
 message digests, 801–802, 906
 messages, alert, 286–288, 287–288
 messages in EDI, 673–674, 678–679
 messaging (IM), instant, 694
 <META> tag. *See* HTML metadata
 metadata, 228, 752
 metaphors, 125, 906
 methods of objects, 278, 906
 metrics, 655, 906
 Microsoft
 bCentral Commerce Manager, 711
 Commerce Server 2000, 624, 737, 756
 fonts, 30–31
 FrontPage, 417, 451
 MSN TV, 100
 overview of, 732
 Personal Web Server, 415
 Solution Sites, 756–757
 SQL Server, 398, 754–755
 Visual FoxPro, 399
 Visual InterDev, 399
 Microsoft Active Server Pages. *See* ASPs
 Microsoft Internet Explorer. *See* Internet Explorer
 Microsoft Internet Information Server. *See* IIS
 MIME (Multipurpose Internet Mail Extension),
 676–677
 mindmapping process, 126, 906

Miva Merchant storefront, 713
MMC (Microsoft Management Console), 414, 415, 739, 739–740, 906
mobile phones, voice recognition on, 694
monitor displays
 of color, 20, 23
 screen flow, 642, 913
 screen resolutions, 17, 17–19, 70
 variables in, 24
MSN TV, 100, *See also* WebTV
multimedia, 94–116, *See also* images
 animation, *See also* animation
 animated GIFs, 96, 892
 applets, embedding, 378–380, 379–380
 to avoid, 97
 in banner ads, 603
 using Flash, 97, 457
 overview of, 96
 rollovers, 96–97
 audio
 downloaded audio, 98
 embedded audio, 98
 file extensions/types, 98
 in Flash, 98
 overview of, 97
 streaming audio, 99
 current capabilities of, 95
 design planning
 attracting/keeping users, 102–103
 copyrights and, 107
 Java vs. plug-ins, 105–106
 overview of, 101, 104–105
 performance and, 106
 selecting elements, 103–104, 104
 theme consistency and, 102
 understanding users, 106
 download speed, 104, 104
 exam essentials, 108
 Internet TV, 100, 904

 key terms, 108
 overview of, 5, 94–95, 107–108
 review question answers, 114–116
 review questions, 109–113
 site goals and, 100–101
 user time and, 95–96
 video, 99–100
Multipurpose Internet Mail Extension (MIME), 676–677
multithreading, 374–375, 419

N

NACHA. *See* ACH
NAME attribute, 204, 229, 231, 231
name, targeting hyperlinks by, 204, 206, 206
names, database field, 396
names, domain, 533–534, 898
Namo WebEditor, 451
native support, 75
navigation, 44–66
 creating navigation frames, 203
 design planning
 determining goals/needs, 54
 expecting user differences, 56
 going deeper than home page, 55
 learning from good examples, 54–55
 overview of, 54
 providing quick links, 56
 elements
 browser history access, 49
 in browsers, 45–46
 icons, 48
 landmark/home page access, 49
 laying out, 11, 12–14
 links, 49–50
 overview of, 49
 primary elements, 46, 910

- rollovers, 96–97
- secondary elements, 46, 913
- site identifiers, 49
- site maps, 50
- structural elements, 49
- toolbars, 48
- user familiarity with, 52
- exam essentials, 57–58
- example, 53, 53
- frames and, 16, 196–197, 197
- guided navigation, 53, 53
- key terms, 58
- overview of, 44–45, 56–57
- positional awareness techniques
 - bread crumbs, 48, 894
 - colors, 47
 - defined, 47, 910
 - headings, 47
 - images, 47
 - site maps, 48, 50
- review question answers, 64–66
- review questions, 59–63
- website hierarchy and
 - filenames and, 52
 - overview of, 46–47
 - positional awareness in, 47–48
 - site directory structure, 50–51, 51
 - URLs and, 50, 51–52
- navigator object properties, 294–296, 296
- Nelson, Ted, 148
- nesting
 - framesets, 207, 209, 216
 - XML tags, 354
- NET (No Electronic Theft) Act, 538–539, 907
- NetObjects Fusion, 451
- Netscape Enterprise Server, 416
- Netscape fonts, 30, 31
- Netscape Navigator, *See also* browsers
 - cookies in, 240–241, 243

- HTML and, 150, 151–152
- implementing DHTML in, 323–324, 325
- marquees and, 97
- style sheet support, 258
- networks, packet-switched, 795, 909
- networks (VPNs), virtual private, 507, 917
- newsletters, 565
- niche markets, 580, 907
- No Electronic Theft (NET) Act, 538–539, 907
- <NOFRAMES> tag, 213–214, 865, 873
- non-repudiation, 491, 795, 907
- nonlinear media, 5, 907
- <NOSCRIPT> tag, 873

O

- OBI (Open Buying on the Internet), *See also* B2B
 - defined, 679, 909
 - EDI, XML and, 681
 - open technology support, 680
 - transactions, 680–681
 - uses, 680
 - websites, 681–682
- <OBJECT> tag
 - for embedding Java applets, 375–376
 - in HTML 4.01, 871–873, 880
 - in web-based animation, 456
- object-based languages, 279, 907
- object-oriented languages, 277, 279, 373
- objects
 - defined, 277, 907
 - events of, in DHTML, 318–320
 - hierarchy of, 284–285, 284
 - methods of, 278, 906
 - properties of, 278, 911
- ODBC (Open Database Connectivity), 397, 754, 909
- ODFI (Originating Depository Financial Institution), 777

offline/online storefronts. *See* e-commerce site creation, outsourcing
OLAP (Online Analytical Processing), 398
one-to-one medium, 3, 908
one-way encryption, 801–802, 908
online business. *See* e-commerce
online catalogs. *See* catalogs
online checks. *See* check payments
online communities, 506–507, 565, 652
Online Copyright Infringement Liability Limitation Act, 538, 908
online merchant accounts, 771, 908
online promotion. *See* promotion
Open Buying on the Internet. *See* OBI
Open Database Connectivity (ODBC), 397, 754, 909
open source code, 734, 909
opening new browser windows, 291–293, 293
opt-in e-mail, 565, 621, 909
<OPTGROUP> tag, 870
Oracle databases, 398
Oracle8i databases, 754
orders, *See also* e-commerce; payment fulfilling, 502 taking, 501–502 tracking, 689
Originating Depository Financial Institution (ODFI), 777
out-of-process, 418
outsourcing. *See* e-commerce site creation, outsourcing
overriding style sheets, 257

P

packet sniffing, 779–780, 844, 909, 914
packet-switched networks, 795, 909
page views, 602
pages. *See* web pages
paint programs, 74
Paint Shop Pro, Jasc, 454
palettes, color, 71
Paradox database, 399
<PARAM> tag, 375, 376–377, 872
parent pages, 207
passive recipients, 563, 909
passwords in website publishing, 469
patents, *See also* legal issues
 Apple Computer cases, 535–536
 defined, 535, 909
 Diamond v. Diehr, 536
 jurisdiction and, 543
 patent claims, 535
 software and, 535–536
payment transactions, 770–791, *See also*
 e-commerce
 alternative methods, 778–779
 Automated Clearing House, 777–778, 777, 893
 credit cards
 batching transactions, 773
 defined, 503, 896
 delayed-capture transactions, 773
 international currencies, 773–774, 774
 manual transactions, 772–773
 payment gateways, 772, 910
 software vendors for, 771–772
 digital cash
 benefits, 774–775
 defined, 502–503, 894, 897
 limitation, 774
 point-of-sale modules, 775, 910
 wallets, 775, 918
 exam essentials, 782–783
 key terms, 783
 online checks
 defined, 503, 894, 908
 disadvantages, 503, 776
 Electronic Funds Transfer method, 776
 hard-copy checks method, 776
 software vendors for, 776

- online merchant accounts in, 771, 908
- outsourcing, 622–623
- overview of, 502, 770, 781
- packet sniffing and, 779–780
- participants in, 803
- preparing for, 770–771
- purchase buttons, 622
- review question answers, 789–791
- review questions, 784–788
- security
 - data confidentiality, 816
 - data integrity, 817
 - goals, 813
 - merchant authentication, 817
 - myths, 779–781
 - Secure Electronic Transactions, 813–816, 814, 816, 913
 - software/hardware interoperability, 817
 - shopping carts and, 495, 622, 914
- PCs, fonts and, 28–29
- performance of banner ads, 611,
 - See also* e-commerce site performance
- Performance Monitor, 841–843, 910
- Performance tab in IIS, 744, 745
- personal certificates, 805, 910
- Personal Web Server, Microsoft, 415
- Pervasive.SQL 2000i program, 399
- PFR (portable font resource) files, 30
- pixels, 20, 69, 910
- .pl file extension, 417
- plug-ins
 - browser, for animation, 455–456
 - defined, 733, 910
 - versus Java, multimedia and, 105–106
 - overview of, 103
- PNG (Portable Network Graphics), 77–78
- point-of-sale modules, 775, 910
- Porsche Cars v. Porsch.com trademark case, 534
- portals
 - business-to-business portals, 682–683
 - defined, 682, 713, 910
 - revenue-supported portals, 598–599, 912
 - storefront portals, 714–715
- ports
 - defined, 910
 - HTTP servers and, 413–414
 - port numbers
 - overview of, 910
 - for SSL protocol, 811
 - web servers and, 733, 747–748
- positional awareness techniques, 47–48
- positioning
 - absolute, with CSS, 265
 - banner ads, 607–608, 608
 - page elements, 16
- PowerBuilder program, 399
- primary navigation elements, 46, 910
- print media, 5–6
- privacy. *See* legal issues
- private keys. *See* encryption
- private networks (VPNs), virtual, 507, 917
- procedural markup, 343–344
- procedural programming model, 279, 910
- procurement, 686–687, 911
- products, selling. *See* promotion; Web marketing
- programming languages, *See also* Java;
 - languages
 - versus JavaScript, 279–281
 - JavaScript and, 277–278
 - versus markup languages, 149
 - methods, 278
 - as object oriented, 277, 279
 - objects, 277, 907
 - procedural model, 279, 910
 - properties, 278
 - versus scripting languages, 277, 279
- promiscuous mode, 844

promotion, 598–635, *See also* Web marketing

- banner ads
 - advertising representatives, 611, 612
 - brand awareness and, 601
 - cost of placing, 606–607
 - defined, 601
 - effectiveness, 600
 - exchanging, 609–610
 - guidelines, 602–603
 - overview of, 500–501
 - performance, 611
 - positioning, 607–608, 608
 - referral services for, 610
 - sizes, 603–606, 603–605
 - targeted placement, 606–607
 - tracking, 613–615, 614
 - vocabulary, 601–602
- customer incentives, 615, 652, 654
- defined, 598, 911
- e-mail marketing
 - opt-in e-mail, 565, 621
 - overview of, 620
 - spam e-mail, 620
 - targeted e-mail, 500–501, 620–621
 - warning, 621
- exam essentials, 625–626
- key terms, 626
- on marketer sites
 - clickthroughs and, 599
 - defined, 599, 906
 - links on, 599
- online catalogs
 - business objectives, 623
 - categorizing, 623
 - components of, 622
 - costs, 623
 - defined, 621, 908
 - designing, 621–622, 623
 - outsourcing purchase buttons, 622–623
 - software for building, 623, 624
 - special pricing in, 624

- overview of, 624–625
- on publisher sites
 - defined, 598
 - links on, 599
 - marketers and, 598
 - as revenue-supported portals, 598–599
 - Yahoo!, 599
- review question answers, 633–635
- review questions, 627–632
- search engines
 - defined, 616
 - versus directories, 616, 617, 618
 - keyword guidelines, 618–620
 - listed, 618
 - <META> tag and, 617–618
 - placement ranking, 617, 618–620
 - submitting sites to, 616–618
 - <TITLE> tag and, 619
 - versus targeted marketing, 576
- prompting users for data, 288–291, 290
- properties of objects, 278, 911
- property rights. *See* legal issues
- psychographics, 583–584, 911
- public encryption. *See* encryption
- publisher certificates, software, 805, 914
- publisher sites, *See also* promotion
 - defined, 598
 - links on, 599
 - marketers and, 598
 - as revenue-supported portals, 598–599
 - Yahoo!, 599
- publishing. *See* website publishing
- purchase buttons, 622
- pyramid style, inverted, 9, 9–10

Q

- <Q> tag, 866–867
- query languages, 396, *See also* SQL
- queues, web server, 833–834

R

RAM, web server, 845–846
 random-click patterns, 641, 911
 RC (Rivest Cipher) algorithms, 799
 RDFI (Receiving Depository Financial Institution), 778
 READONLY attribute, 879
 RealNetworks RealOne player, 99, 911
 records, database, 395, 395–396, 912
 referral services, banner ad, 610
 referrer logs, 837
 Relational Database Management Systems (RDBMSs), 397
 relational databases, 752, 912
 relationship, targeting links by, 206–207, 206–207
 relative sizing in framesets, 198
 remote administration of HTTP servers, 414
 Requests for Comments (RFCs), 434, 912
 revenue-supported portals, 598–599, 912
 RGB (additive) colors
 browser-safe colors, 24–25
 defined, 20, 892
 values, 21–22, 23
 RIAA v. Napster copyright case, 531–532
 Rifkin, Adam, 343
 rights. *See* legal issues
 Rivest Cipher (RC2, RC4, RC5) algorithms, 799
 Rivest, Ron, 780, 799, 801, 802, 906, 912, 913
 robots, 617
 “robots” values, 235
 rollovers, 96–97, 299–300, 912
 rows, database, 395, 395–396
 rows, frameset, 198–199, 199, 201–202
 RPG (Report Program Generator), 398
 RSA (Rivest, Shamir, Adleman) algorithm, 801

S

<S> tag, 881
 S/MIME (Secure/Multipurpose Internet Mail Extension), 676–677, 913
 sans-serif fonts, 28, 28
 Scalable Vector Graphics (SVG), 78, 78
 scheduling software, 693
 schema, database, 395–396, 396, 913
 Schneier, Bruce, 799
 screen flow, 642, 913
 screen resolutions, 17–19, 17, 70, *See also*
 monitor displays
 <SCRIPT> tag, 282–283
 scripting languages, *See also* JavaScript; languages
 client-side scripting, 733
 in DHTML, 318–320
 ECMA Script and, 282
 JScript, 282
 versus programming languages, 277, 279
 server-side scripting, 733
 VBScript, 281
 scrolling, users and, 17
 search engines, *See also* HTML metadata;
 promotion
 defined, 616, 913
 “description” values and, 232, 234–235
 versus directories, 235–236, 616, 617, 618
 keyword guidelines, 618–620
 “keywords” values and, 231–234, 231
 listed, 618
 <META> tag and, 617–618
 overview of, 232–233, 640
 placement ranking, 576–577, 617, 618–620
 preventing site access by, 235
 relevance ranking in, 236
 “robots” values and, 235

950 searches – security

- submitting sites to, 232, 235, 616–618
- <TITLE> tag and, 619
- searches
 - for EDI standards, 674–675
 - on legal issues, 529
 - refining with XML, 349–350, 355–358, 356
- secondary navigation elements, 46, 913
- Secure Sockets Layer. *See* SSL
- Secure/Multipurpose Internet Mail Extension (S/MIME), 676–677, 913
- security, 794–829
 - authentication
 - certificates and, 811–812
 - defined, 794
 - of merchants, 817
 - in public key encryption, 802–803
 - in SSL protocol, 808–809, 809
 - cookie myths, 239–240, 501
 - cryptography, 794, 795, *See also* encryption
 - digital certificates, *See also* VeriSign
 - certificate authorities, 736, 804, 805–806, 810
 - certificate authority certificates, 805, 894
 - cost, 811
 - defined, 804–805, 897
 - fields in, 804, 805
 - installing, 811
 - limitations, 811–813
 - obtaining, 810–811, 810
 - overview of, 504–506
 - personal certificates, 805, 910
 - revocation, 807–808
 - server certificates, 805, 914
 - software publisher certificates, 805, 914
 - SSL and, 808–809, 809
 - types of, 805
 - X.509v3 standard for, 806–807, 919
 - in Electronic Data Interchange, 676–677
 - encryption, *See also* SSL
 - asymmetric (public key) encryption, 799–806, 800
 - cipher algorithms, 796, 895
 - ciphertext messages, 796, 895
 - decryption, 796, 796, 798, 800, 800
 - defined, 795–796, 796
 - hash algorithms, 801–802, 901
 - keys, 796–797
 - myth about, 780
 - one-way encryption, 801–802, 908
 - overview of, 504–506
 - using S/MIME, 676–677, 913
 - in SSL protocol, 808–809, 809
 - strength of, 796–797
 - symmetric (private key) encryption, 798–799, 798
 - types of, 797–801, 798, 800
 - warning, 798, 799
- exam essentials, 818–820
- firewalls, 835, 900
- goals
 - access control, 795, 892
 - authentication, 794
 - data confidentiality, 795
 - data integrity, 795
 - non-repudiation, 795
- in IIS, 736
- in instant storefronts, 711–712
- key terms, 820–821
- maintaining, 833
- message digests, 801–802
- overview of, 794, 817–818
- in payment transactions
 - data confidentiality, 816
 - data integrity, 817
 - goals, 813
 - merchant authentication, 817
 - myths about, 779–781
 - participants in, 803

- Secure Electronic Transactions, 813–816, 814, 816, 913
- software/hardware interoperability, 817
- public key encryption
 - advantages, 801
 - authentication process, 802–803
 - certificate authorities and, 804–806, 805
 - defined, 799–800, 800
 - digital signature process, 802–803
 - disadvantage, 801
 - private keys in, 799–801, 800
 - properties, 800–801
 - RSA algorithm, 801
 - in SET, 815
 - SSL protocol and, 809, 809
- review question answers, 827–829
- review questions, 822–826
- Secure Sockets Layer protocol
 - authentication, 808–809, 809
 - benefits, 810
 - certificates and, 808–809, 809, 811
 - defined, 414, 505, 808
 - encryption myths, 780
 - handshakes, 808, 901
 - message integrity, 808
 - port number, 811
 - public encryption and, 809, 809
 - three-part process, 808
- symmetric key encryption
 - advantages, 798
 - algorithms using, 798–799
 - defined, 798, 798
 - in SET, 815
 - in SSL protocol, 808
 - warning, 799
- Sega Enterprises v. MAPHIA copyright case, 531
- selling products. *See* promotion; Web marketing
- SEQUEL. *See* SQL
- serif fonts, 27, 27
- server certificates, 805, 914
- server-push, 76, 914
- server-side scripting, 733
- servers. *See* HTTP servers; web servers
- service. *See* customer service
- session state settings, 846
- SET (Secure Electronic Transactions), 813–816, 814, 816, 913
- SGML (Standard Generalized Markup Language)
 - defined, 343, 914
 - history of, 344
 - versus HTML, 149
 - XML as subset of, 344–345
- SHA (Secure Hash Algorithm), 802, 913
- Shamir, Avi, 801, 912
- shared-key encryption. *See* symmetric encryption
- shopping carts, 495, 622, 914
- ShopZone software, 718
- signature process, digital, 802–803, 897
- site maps, 48, 50
- sites. *See* e-commerce site; websites
- sizes, banner ad, 603–605, 603–606
- sizing, absolute frame, 199, 199
- sizing, relative frame, 198
- Skipjack algorithm, 799
- slicing images, 81, 914
- sniffer code, 297–298, 298
- sniffing, packet, 779–780, 844, 909, 914
- Social Security Administration (SSA), 540
- soft goods, 579, 914
- software
 - interoperability, in payment transactions, 817
 - needs, in e-commerce, 499–500
 - patents and, 535–536
- software publisher certificates, 805, 914
- Solution Sites, Microsoft, 756–757
- spam, 620

- tag
 - in HTML 4.01, 874
 - style sheets and, 257, 260, 321
- speed, *See also* time
 - of CGI scripts, 374
 - download speed
 - banner ad file size and, 603
 - calculating, 133–134
 - image file size and, 16–17
 - multimedia file size and, 104, 104
 - preloading images and, 299–300
 - slicing images and, 81
 - user response times and, 16–17
 - of HTML text editors, 452
 - of Internet connections, 16–17, 470, 499
 - of Java applets, 374
 - of WYSIWYG editors, 450
- spiders, 616, 617, 914
- splash pages, 456
- SQL Anywhere Studio, 400
- SQL Links, 398
- SQL Server databases, 398, 754–755
- SQL (Structured Query Language), 396, 753, 754, 915
- SRC attribute of frames, 200
- SSA (Social Security Administration), 540
- SSL (Secure Sockets Layer) protocol,
 - See also* security
 - authentication, 808–809, 809
 - benefits, 810
 - certificates and, 808–809, 809, 811
 - defined, 414, 505, 808
 - encryption myth, 780
 - handshakes, 808, 901
 - message integrity, 808
 - port number, 811
 - public encryption and, 809, 809
 - three-part process, 808
 - viewing site secured with, 505–506
- standards organizations. *See* Internet standards organizations
- State of Minnesota v. Granite Gate Resorts, 542
- statements, 286, 914
- static, 914
- static HTML tables, 175
- statistics on e-commerce, 488–489
- StoreFront software, 717
- storefronts, instant. *See* e-commerce site creation, outsourcing
- streaming, 915
- streaming animation, 455
- streaming audio, 99
- <STRIKE> tag, 881
- Structured Query Language (SQL), 396, 753, 754, 915
- style, inverted pyramid, 9, 9–10
- style sheets, 256–257, 915, *See also* CSS
- <STYLE> tag, 259
- subtractive colors, 20, 915
- SUMMARY attribute, 879
- Sun-Netscape Alliance servers, 734–735
- supply chains, 684–686, 915
- surveys, 584, 652
- SVG (Scalable Vector Graphics), 78, 78
- swapping hard drives, 845–846
- SWF (QuickTime) files, 456
- Sybex FAQ page, 650
- symmetric encryption, *See also* encryption
 - advantages, 798
 - algorithms using, 798–799
 - defined, 798, 798, 915
 - in SET, 815
 - in SSL protocol, 808
 - warning, 799
- synchronous, 915
- synchronous services, *See also* customer service
 - chat, 646, 894
 - co-browsing, 504, 647–648

defined, 645
 telephone, 504, 646
 telephony, 647, 692
 system catalog, 752, *See also* metadata
 system monitoring, 841–843
 system/service logs, 834–836

T

T1 connections, 499, 915
 T3 connections, 499, 916
 TABINDEX attribute, 879–880, 880
 <TABLE> tag, 175–176, 861, 916, *See also*
 HTML tables
 tables, database, *See also* databases
 defined, 395, 395–396
 field names, 396
 fields (columns), 395, 395
 records (rows), 395–396, 395
 tactics, 575, 575
 tags, 343–344, *See also* HTML; XML
 targeted e-mail marketing, 500–501,
 620–621
 targeted marketing, 576
 targeted placement of ads, 606–607, 916
 targeting hyperlinks. *See* HTML frames
 tariffs, 547–549
 taxation. *See* Internet taxation
 <TBODY> tag, 866
 <TD> tag, 176
 telecommuting, 691–692
 telephone services, 504, 646, 694
 telephony services, 647, 692, 916
 testing
 browser support for CSS, 258
 Java applets in browsers, 378
 site usability, 128–130, 643–644
 web server performance, 839–841, 840
 text, alternative, 79
 text editors. *See* website authoring tools
 text, hyper, 148, 902, *See also* HTML
 text style attributes, 261–262
 <TFOOT> tag, 866
 <TH> tag, 176
 <THEAD> tag, 866
 three-click rule, 48, 916
 Timber Creek Auction Trakker, 710
 time, *See also* speed
 in building/maintaining sites, 132
 user response times, 16–17
 of users, multimedia and, 95–96
 timelines in web-based animation, 455
 Times New Roman font, 26, 29
 TITLE attribute, 875, 875–876
 <TITLE> tag, 619
 Toeppen, Dennis, 534
 toolbars, navigational, 48
 <TR> tag, 176
 trackers, 613, 916
 tracking banner ads, 613–615, 614
 tracking customer orders, 689
 trademarks, *See also* legal issues
 defined, 527, 533, 916
 domain names and, 533–534
 Intermatic v. Toeppen, 534
 Kaplan v. Princeton Review, 534–535
 Lanham Act of 1964, 533, 534
 losing, 533
 Porsche Cars v. Porsch.com, 534
 trading partners, 672
 traditional commerce, 490–491
 traditional databases, 394, 917
 transaction security. *See* security
 transactions, *See also* payment transactions
 in e-business, 683–684
 in EDI, 672–673, 673
 in HTTP servers, 836
 in OBI, 680–681
 Web as transactional medium, 4

transitions, color, 26
transparent GIFs, 15, 76, 917
Triple DES (Data Encryption Standard), 798, 917
TrueType fonts, 29
TV, Internet, 100, 904
TV, Web, 17, 19

U

<U> tag, 881
UDDI (Universal Description, Discovery, and Integration), 684
unique users, 602
U.S. Lanham Act, 533, 534, 917
URLs (Uniform Resource Locators)
 changing automatically, 237
 defined, 50, 917
 site structure and, 51–52
 in website hosting, 469
user accounts in IIS, default, 738, 738–739
usernames in website publishing, 469
users, *See also* e-commerce site usability
 attracting/keeping
 download speeds and, 16–17
 by generating demand, 500–501
 by knowing, 126–127
 via links, 237
 navigation and, 44–45, 53, 56
 overview of, 7–8, 102–103
 as repeat customers, 506–507
 scrolling and, 17
 site innovations and, 127–128
 by valuing their time, 95–96
 audience data in marketing, 584
 browsing behaviors, 56
 communicating with
 alert messages, 286–288, 287–288
 concatenating messages, 289–291, 290
 in opening browser windows,
 291–293, 293
 overview of, 286
 prompting for data, 288–291, 290
 e-commerce benefits for
 continuous support, 564
 global scale, 566
 immediate purchasing, 566
 integration, 564–565
 interactivity, 564
 newsletters, 565
 one-to-one service, 565–566
 online communities, 506–507, 565
 opt-in e-mail, 565, 621
 overview of, 563
 personal selection, 563
 technology of
 browsers, 31, 127–128
 connection speeds, 16–17
 lowest common denominator in, 8–9
 multimedia and, 102–103, 106
 overview of, 126–127
 screen resolutions, 17, 17–19
 unique users, 602

V

VBScript language, 281
vector graphics, *See also* images
 defined, 73, 73, 917
 programs, 74
 in web-based animation, 455
VeriSign, *See also* digital certificates
 certificate costs, 811
 defined, 504–505
 delayed-capture transactions, 773
 dominance of, 810
 obtaining certificates, 811
 overview of, 807, 808
 payment products, 772
 secured with SSL, 505–506
 websites, 505, 772

vertical marketing systems (VMSs), 686–687, 917
 video, 99–100, *See also* images; multimedia
 video monitoring tools, 693–694
 virtual directories, 737, 746–747
 virtual enterprises, 507–508
 virtual web servers, 737, 746, 747–748
 vision statements, 124, 917
 visits, 602
 Visual FoxPro, Microsoft, 399
 Visual InterDev, Microsoft, 399
 VMSs (vertical marketing systems),
 686–687, 917
 voice recognition tools, 694
 VPNs (virtual private networks), 507, 917
 VSAM (Virtual Sequential Access Method), 398

W

W2CSS shareware, 265
 W3C (World Wide Web Consortium), 153,
 433, 918
 WAI (Web Accessibility Initiative),
 157–159, 918
 wallets, 775, 918
 Web
 versus linear media, 5, 46, 905
 as nonlinear medium, 5, 907
 overview of, 2–3
 versus print media, 5–6
 as transactional medium, 4
 web application session state, 846
 web browsers. *See* browsers
 web conferencing tools, 692–693
 web farms, 748, 918
 web forms, 649
 web hosting services, 711
 Web marketing, 562–595, *See also* e-commerce;
 promotion
 audience data in, 584
 using banner ads, 500–501
 barriers, 578, 893
 benefits for users
 continuous support, 564
 global scale, 566
 immediate purchasing, 566
 integration, 564–565
 interactivity, 564
 newsletters, 565
 one-to-one service, 565–566
 online communities, 506–507, 565
 opt-in e-mail, 565, 621
 overview of, 563
 personal selection, 563
 demographics, 582–583
 drivers, 577–578, 898
 exam essentials, 585–586
 examples of successful
 Amazon.com, 570–572
 Cisco Systems, 568–570
 Dell Computer, 567–568
 overview of, 566–567
 focus groups, 584, 900
 for global markets, 580, 901
 goals
 access different markets, 574
 automate business processes, 574–575
 defined, 575, 575
 Federal Express and, 572–573
 improve customer service, 572–573
 overview of, 572, 575, 575
 sell new products, 574
 key terms, 587
 for niche markets, 580, 907
 overview of, 500, 562, 585
 products
 availability of, 581–582
 distributing, 581–582

- hard goods, 579, 901
- pricing, 579–580
- soft goods, 579, 914
- psychographics, 583–584, 911
- review question answers, 593–595
- review questions, 588–592
- strategies
 - defined, 575, 575
 - online promotion, 576
 - overview of, 575–576
 - search engine placement, 576–577
 - targeted marketing, 576
 - website design, 576
- surveys, 584
- tactics, 575, 575
- targeted e-mail, 500–501, 620–621
- web page layout, *See also* HTML frames; HTML tables; website design
 - common layout types, 11, 12–14
 - elements in, 10–11
 - with frames, 16
 - images and, 16–17
 - inverted pyramid style, 9–10, 9
 - layering elements, 16
 - navigation element placement, 11, 12–14
 - page size and, 16–17
 - positioning elements, 16
 - screen flow in, 642, 913
 - with tables, 15
 - with transparent GIFs, 15
 - white space in, 14–15
- web pages, embedding Java applets in
 - animation applets, 378–380, 379–380
 - using <APPLET> tag, 375–376, 377
 - how applets work, 377–378
 - using <OBJECT> tag, 375–376
 - overview of, 375–376
 - and testing in browsers, 378
- web servers, 732–750, 757–767, *See also* e-commerce site creation, in-house; HTTP servers
 - Apache web servers, 415–416, 734
 - client-side scripting, 733
 - default documents, 748–749
 - defined, 412–413, 419
 - error messages, 749
 - extending features of, 733
 - hosting site publishing, 469–470
 - HTTP and, 733
 - Internet Information Server
 - Active Server Pages, 736
 - additional tabs, 745–746
 - advantages, 735
 - certificates, 736
 - default anonymous accounts, 738–739, 738
 - directory browsing option, 743, 749–750
 - Directory Security tab, 743, 744
 - DNS and, 748
 - Documents tab, 741–742, 742
 - encryption, 736
 - features, 737
 - File Transfer Protocol, 736
 - Home Directory tab, 742–743, 743
 - installing, 737
 - integration simplicity, 736–737
 - limitation, 735
 - Microsoft Management Console, 739–740, 739
 - overview of, 735
 - Performance tab, 744, 745
 - security, 736
 - settings, 740–746, 740, 742–745
 - virtual directories, 737, 746–747
 - virtual web servers, 737, 746, 747–748
 - Web Site tab, 740, 741
 - iPlanet servers, 734–735
 - key terms, 759
 - Lotus Domino servers, 734
 - overview of, 499, 732–733

- performance logs, *See also* e-commerce site
 - performance
 - access log, 837
 - agent log, 837–838, 838
 - effect on performance, 836
 - error log, 837
 - evaluating, 835
 - HTTP transactions, 836
 - overview of, 834, 837
 - prioritizing checking, 835
 - purposes of, 834
 - referrer log, 837
 - third-party analysis of, 836, 838, 839
- performance monitoring
 - bottlenecks and, 834
 - correcting bottlenecks, 844–845
 - and interpreting data, 844
 - of memory, 845–846
 - overview of, 843–844
 - using packet sniffers, 844
 - using Performance Monitor, 841–843
 - of queues, 833–834
 - testing, 839–841, 840
- port numbers, 733, 747–748
- reliability, 470
- review question answers, 765–767
- review questions, 760–764
- server-side scripting, 733
- Sun-Netscape Alliance servers, 734–735
- virtual web servers, 737, 746, 747–748
- web farms and, 748, 918
- Web Site tab in IIS, 740, 741
- web-based animation. *See* animation; website authoring tools
- WebCatalog software, 716–717, 719
- Weblines co-browsing, 648
- webmasters, 832
- Webserver Stress Tool, 840, 840–841
- website addresses, 50, *See also* URLs
- website authoring tools, 448–465
 - exam essentials, 457–458
 - HTML text editors
 - advantages, 452, 470
 - defined, 452, 902
 - disadvantages, 452–453
 - examples of, 453
 - site publishing with, 470, 473–474
 - image editing programs
 - defined, 902
 - examples of, 454
 - inserting images in HTML, 454
 - overview of, 453–454
 - key terms, 458
 - overview of, 448, 457
 - review question answers, 464–465
 - review questions, 459–463
 - web-based animation
 - advantages, 455, 456
 - browser plug-ins for, 455–456
 - defined, 454–455, 918
 - drawback, 455
 - <EMBED> tag and, 456
 - examples of, 457
 - how much to use, 456
 - using with HTML, 456
 - <OBJECT> tag and, 456
 - overview of, 454
 - splash pages, 456
 - streaming in, 455
 - timelines in, 455
 - vector graphics in, 455
 - WYSIWYG editors
 - advantages, 449–450, 470
 - data connection features, 449
 - defined, 449, 918
 - disadvantages, 450–451
 - examples of, 451–452
 - overview of, 449

- page layout/design with, 449
- site management with, 449
- site publishing with, 470, 473–474
- website design, 2–41
 - accessibility options, 157–159
 - attracting/keeping users and, *See also* users
 - browsers, 31, 127–128
 - connection speeds, 16–17
 - lowest common denominator in, 8–9
 - overview of, 7–8, 102–103
 - screen resolutions, 17, 17–19
 - scrolling and, 17
 - color elements, *See also* color
 - browser-safe colors, 24–25, 71
 - CMYK colors, 20
 - color combinations, 23–26, 23
 - color formats, 21–23
 - color transitions, 26
 - hexadecimal code values, 21, 22–23
 - monitor displays and, 20, 23–24
 - overview of, 19–20
 - RGB colors, 20–25
 - warning, 22
 - consistency, 501
 - current direction of, 4
 - design teams, 118–120, 119, 121–122
 - exam essentials, 32–33
 - examples of good, 103
 - extranets and, 4, 900
 - fonts
 - anti-aliasing, 29, 29
 - Arial font, 26, 29
 - choosing, 30
 - font size, 28–29
 - horizontal line length and, 29
 - limitations, 27
 - Macintoshes and, 28–29
 - in Microsoft, 30–31
 - in Netscape, 30, 31
 - overview of, 26–27
 - PCs and, 28–29
 - sans-serif fonts, 28, 28
 - serif fonts, 27, 27
 - Times New Roman font, 26, 29
 - TrueType fonts, 29
 - intranets and, 4, 904
 - key terms, 33
 - marketing strategies in, 576
 - mass media and, 3–4
 - multimedia and, 5
 - overview of, 2–5, 31
 - review question answers, 39–41
 - review questions, 34–38
 - tools/technology for, 6–7
 - usability elements, 127
- web page layout
 - common layout types, 11, 12–14
 - elements in, 10–11
 - with frames, 16
 - images and, 16–17
 - inverted pyramid style, 9–10, 9
 - layering elements, 16
 - navigation elements placement, 11, 12–14
 - page size and, 16–17
 - positioning elements, 16
 - with tables, 15
 - with transparent GIFs, 15
 - white space in, 14–15
 - using WYSIWYG editors, 6
- website development process, 118–145
 - bottom-up approach, 120, 894
 - business process, 123
 - calculating download times, 133–134
 - design teams, 118–120, 119, 121–122
 - exam essentials, 135–137
 - goals
 - defining, 121–122

- multimedia and, 100–101
- navigation and, 54
- implementation factors
 - overview of, 130
 - scope, 130–131
 - team skills, 131
 - technology, 131–132
 - time, 132
- key terms, 137
- metaphors, 125, 906
- mindmapping, 126, 906
- overview of, 118, 135
- phases, 120–121
- planning, 120–121
- review question answers, 143–145
- review questions, 138–142
- site characteristics and, 123, 132–133
- usability factors, *See also* e-commerce site
 - usability
 - defined, 127, 917
 - importance of, 126–127
 - knowing audience, 126–127
 - technology, 127–128, 131
 - testing, 128–130
 - vision statements, 124, 917
 - from vision to strategy, 124–125
- website publishing, **468–483**
 - connection speeds and, 470
 - costs, 469–470
 - electronic publishing and, 525
 - exam essentials, 474–475
 - hosting, 469–470
 - key terms, 475
 - overview of, 468, 474
 - passwords and, 469
 - review question answers, 481–483
 - review questions, 476–480
 - tools for
 - comparing, 470–471
 - Dreamweaver, 471, 474
 - FrontPage, 471, 474
 - HTML text editors, 470, 473–474
 - WS_FTP Pro, 471–473, 472
 - WYSIWYG editors, 470, 473–474
 - usernames and, 469
- websites, *See also* e-commerce site; web pages
 - child pages, 47
 - e-commerce sites, 132–133
 - hierarchy in
 - filenames and, 52
 - overview of, 46–47
 - positional awareness in, 47–48
 - site directory structure, 50–51, 51
 - three-click rule, 48
 - URLs and, 50, 51–52
 - informational sites, 132–133
 - interactivity, **564**, *See also* DHTML; Java
 - applets; JavaScript
 - preventing search engine access to, 235
 - registering with directories, 236
 - registering with search engines, 232, 235, 616–618
 - site identifiers, 49
 - site maps, 48, 50
- WebSphere Commerce Suite, 755–756
- WebTrends reports, 838, 839
- WebTV, 17, 19, *See also* MSN TV
- Weinman, Lynda, 22
- white space, 14–15
- Wiener, Michael, 797
- WIPO (World Intellectual Property Organization), 543
- World Wide Web Consortium (W3C), 153, 433, 918
- World Wide Web. *See* Web
- WS_FTP Pro, 471–473, 472
- WYSIWYG editors, *See also* website
 - authoring tools
 - advantages, 449–450
 - data connection features, 449

defined, 449, 918
disadvantages, 450–451
examples of, 451–452
overview of, 6, 120–121, 449
page layout/design with, 449
site management with, 449
site publishing with, 470, 473–474

X

X.509v3 standard, 806–807, 919
Xara X tool, 454
XHTML (Extensible Hypertext Markup Language), 156, 359, 919
XML (Extensible Markup Language), 342–369
advantages, 342, 358
defined, 342–343, 345, 900
EDI and, 677–679
exam essentials, 360–361
goals, 350–351
history, 344–345
HTML and
 combining in XHTML, 359
 extensions to, 346–348
 future of, 358
 goals of, 345–346
 limitations of, 348–350, 355
 searches and, 349–350
 style sheets and, 348

versus HTML tags, 342, 350–354
key terms, 361
markup languages and, 343–344
overview of, 359–360
refining searches with, 349–350, 355–358, 356
review question answers, 367–369
review questions, 362–366
SGML and, 343–345
SVG images and, 78, 78
uses, 358
website addresses, 350, 358
well-formed XML documents
 attribute values, 354
 case sensitivity, 354
 declaring XML versions, 355
 defined, 351
 empty tags, 354
 examples, 355–358, 356
 explicit tags, 353
 HTML transition to, 355
 nesting tags, 354
 overview of, 352
 rules for tags, 352–354

Y

Yahoo!, 599, 714