

# ASKaPRO

## Online Services Handbook



*Initial Release Version (11/05)*



# INTRODUCTION

*Dear AskaPRO Client,*

Welcome to the world of e-business! ASKaPRO Online Services provides you with all the tools you need to build a strong, prosperous business on the Internet. As an ASKaPRO customer, you are in a prime position to establish yourself as a successful online business with the Domain Registration, Web hosting, and many other advanced Web applications included in your plan. No matter which direction you wish to take your online business, ASKaPRO Online Services provides you with the tools you need to succeed.

This handbook will explain some of the options available to you as you launch your e-business. The handbook will explain the process of registering your domain name, building your online presence, managing your product or service information, zeroing in on your customer base, optimizing and advertising your business through the Internet's search engines, and keeping in touch with your customers through powerful e-mail campaigns.

You are only a few steps away from putting your business on the Internet road map. This handbook will help you succeed in the Internet's virtual marketplace.

This handbook can also be found online at [www.ASKaPRO.org](http://www.ASKaPRO.org).

## Your Website Login information [www.ASKaPRO.org](http://www.ASKaPRO.org)

Please write down your login/password information below for easy reference.

	Login	Password
Domain Registration		
Website Control Panel		
File Transfer Program		

ASKaPRO Online Services recognizes that the process to put your information online may sometimes be confusing to those who are new to the concept. For this reason we are happy to provide you with both email and phone assistance when needed.

Email: [Help@ASKaPRO.net](mailto:Help@ASKaPRO.net) Phone: 803-361-2739

# OVERVIEW OF SERVICES

ASKaPRO offers everything that you need to get online. Although you may not need many of our features initially, you can be assured that they will be available when your growing business does need them. All of our services can be accessed through our web services domain: [www.ASKaPRO.org](http://www.ASKaPRO.org).

## REGISTERING YOUR DOMAIN

We are an authorized Domain Registrar through Wild West Domains. Although you may not be familiar with the Wild West Domains name, this company provides the back-end for some of the world's largest domain registration companies. Not only are you assured of reliable and easy-to-understand registration services, but also the best domain registration prices in the industry.

Defining and registering the right Internet domain is one of the central elements in building an online presence. ASKaPRO offers a wide variety of generic and country-specific top-level domains (TLDs) to choose from. To register your domain, follow the directions at [www.ASKaPRO.org](http://www.ASKaPRO.org), or go directly to [www.ASKaPRO.us](http://www.ASKaPRO.us).

## BUILDING YOUR WEBSITE

Once you have registered your domain name through ASKaPRO Online Services, you can start building your website in a variety of easy ways.

**Information Providers:** For those who wish to provide information, we have a variety of ways you can build and maintain your website.

- NVU Website designer is an easy-to-use website builder similar to Microsoft's FrontPage™. If you are comfortable with Word™ or any of Microsoft's other products, you will enjoy NVU.
- Microsoft Word™, Excel™, and Publisher™ also have powerful website development features built into their software. Using their built-in "save-to-web" feature, you can put your information on the Internet just as easily as printing to your printer.
- ASKaPRO also has a powerful Web-based editor available for your use. Using your login and password, you can use any computer to log into your account and make direct changes to your website.
- "Update-by-email" is a very popular method for those businesses which want a fast and easy way to keep their online information updated. By simply sending your information to a secure email address, your information is automatically added to your website.

**Storefronts:** For those selling products, we have created a smooth, professional-looking storefront Web site for your business. You can easily customize the storefront with the built-in Design Wizard. When you have selected and customized your store design, you may add, review and edit the products you wish to sell from your store. We recommend that you carefully do your research before building an online store. Although building the store is easy, there are many other aspects to consider (i.e. partnering with a credit card company to receive online payments).

## PROMOTIONAL TOOLS

ASKaPRO Online Services has carefully selected several tried-and-proven tools to help you build and boost your e-business.

- **Express Email Marketing** - Express Email Marketing is a powerful e-mail campaigning tool that allows you to distribute announcements, promotions, etc. to your customers via professional-looking campaigns. Strictly permission-based, Express Email Marketing complies with the most stringent anti-spam standards, ensuring that your campaigns aren't mistaken for spam.
- **Google AdWords Pay-Per-Click Credit** - AdWords provide an effective way to ensure that Internet users will find your Web site.
- **Online File Folder** - Online File Folder is a safe and convenient solution for file backup, storage and sharing of files and other content pertaining to your website. Password protection and virtually unbreakable industry-standard 128-bit encryption keep stored content safe from tampering.
- **Traffic Blazer** - An advanced search engine optimization and submission tool, Traffic Blazer allows you to use the Internet's search engines to your business' advantage. Traffic Blazer includes site analysis and keyword suggestion tools and allows you to submit your business site to the Internet's most prominent search engines and directories, including Google, MSN, Yahoo!, and the Open Directory Project.
- **TurboSSL Certificate** - A TurboSSL Certificate – signed and issued by the trusted Starfield Technologies Certification Authority – allows you to protect all transactions on your web site with up to 256-bit Secure Sockets Layer (SSL) encryption). As phishing, pharming and other malicious types of cyber crime continue to infest the Internet, protecting your customers' sensitive data is critical to the success of your e-business. A TurboSSL certificate will keep sensitive information safe from intrusion and interception. You

## PRODUCT FEATURES

Some of the advanced features available to you through ASKaPRO are listed below. Although not all of these features are needed for the operation of your website, they are available for those people who are interested.

### DOMAINS:

- DomainAlert (monitoring and backordering domains)
- Domain Forwarding (point your domain to another Web address).
- Masking (keeps your domain name in the address bar when forwarded)
- Private Domain Registrations (keeps your registration information hidden)

### HOSTING:

Our hosting plans are based on secure, reliable architecture and provide ample storage and data-transfer capability. They include free e-mail and e-mail forwarding accounts, comprehensive website statistics, MySQL and Access database support, as well as other optional services:

- Spam Control (our advanced Internet-based e-mail client incorporates Spam Xploder spam protection technology and SMTP relay).
- Online File Folder (provides a safe and convenient solution for file storage & sharing)
- Traffic Blazer (an advanced search engine optimization and submission tool)
- C-Site (a convenient process to receive copyright protection)
- Express Email Marketing (permission-based email marketing tool)
- SSL Certificates (assure your customers that their sensitive data is safe)
- Available Scripts (dozens of built-in programs to build calendars, guest books, blogs, portals and more)

## SELECTING THE PERFECT DOMAIN NAME

One of the most basic, yet most critical steps in the process of building an e-business is to select and register a domain that will serve as the home of your business on the Internet.

In addition to being the – usually – lasting home for an online entity, a domain name very much serves to define the profile of that entity. Many e-businesses are known simply by their domain name.

Thus, finding the perfect domain name for your reseller business is an important step in your quest for success. Ideally, the domain name should reflect the nature of your business – if your business is carrying a certain message, the domain name can reflect that, too. The perfect domain also is easy for customers to remember, short enough to quickly type into a Web browser, and distinct enough to help you create a unique identity for your store.

Ultimately, you may register a domain for your business simply because you like it. However, the following are some of the factors that combine to define the quality/value of a domain name. These are issues that you may want to consider when zeroing in on the perfect domain name for your business.

- **LENGTH** - Generally, keeping a domain name fairly short will make it easier for site visitors to remember and type the name.
- **KEYWORDS** - A domain name that includes catchy, sought-after and, most important, relevant keywords will help you in the search engine optimization process for your business Web site. Although certain search engines ignore it, others pay much attention to the applicable keywords in domain names when ranking the Web pages in their indices.
- **NAME RECOGNITION** - If any part of your business will generate particular name recognition with potential customers, then, by all means, ensure that that is reflected in your domain name. Note that you – being the domain registrant – must ensure that a given domain name does not in any way infringe on a third party's trademark.
- **TOP-LEVEL DOMAIN** - The .com top-level domain (TLD) remains the most popular extension on the Internet. Consequently, Internet users likely will expect to see this extension when visiting a Web site. This, of course, also means that .com names are relatively harder to find than less popular extensions – such as .ws or .biz. Because of its popularity on the Internet, it is recommended that you at least consider registering the domain for your business with a .com extension. Other popular TLDs, such as .net and .org, might limit the versatility of the domain, as they may imply a certain type of site residing on the domain. In some cases, a country-code TLD (ccTLD) will be more applicable than a generic TLD. For example, a domain or Web site that contains French or Italian language would be better suited with a .fr or .it TLD than a .com or a .net extension, as ccTLDs tend to be more popular than generic TLDs outside the United States. Obviously, registering other, more specialized TLDs serves its purposes, too. Indeed, using a country-code TLD for your business' domain serves as a clear, albeit subtle, indication of the nationality of you/your business. As a means of reeling in visitors that type in your store's domain name, but with the wrong extension, it is worth considering registering not only the desired domain, but also a selection of other TLD variations of the name. For example, it might prove advantageous to own the registration for the .com, .net, .biz, and .us (assuming that the business is based in the U.S.) variations of your domain.
- **CURRENT TRENDS** - Domains that contain words or phrases that are particularly en vogue may catch potential customers' attention. However, such domains may lose their value as current trends change.

## **REACHING YOUR CUSTOMERS**

The Internet holds immense promise for e-businesses of various kinds. More and more consumers choose the convenience of shopping and searching for information online. Consequently, businesses continue to mushroom across the Internet to meet the needs of the online consumers. To survive on the Internet playing field and run a successful business online you must know how to reach and attract those people interested in your products or services.

The first step in this process is to define the type of customers you wish to attract. You may wish to target a particular type of small-business owner, or you may want to take aim at individuals looking for information.

### **START LOCALLY**

The Internet is home to billions of Web pages, thousands of them competing directly for your customers. For this reason you must think “outside-the-box” for ways you can better attract the attention of your potential customers. The best results come from promoting yourself locally. Although your potential customer base is smaller – so also is the competition – and your competition probably won’t be trying as hard to get the local customers. Hand out business cards by the hundreds, mail out postcards, leave flyers – all of these will help to get your name out in the local community. Once you become known as a responsible online business owner locally, your reputation will spread across state and national lines.

### **USING SEARCH ENGINES**

Although promoting yourself locally is imperative, you will also want to register your website with the search engines. As the Internet is home to billions of Web pages, few users come across particular pages by chance. Instead, the vast majority of Internet users rely on search engines when navigating the Web. Search engines – particularly Google, Yahoo!, MSN, and Ask Jeeves – combine to drive approx. 90 percent of Internet browsers to their destinations. This means that as an Internet business owner, you must know how to use the search engines to your advantage. Search engines offer two distinctly different means of displaying search results: Organic listings (i.e., the main results of any Internet search) and pay-per-click advertising. The former format relies on the search engines’ proprietary algorithms for deciding the relevance and thus the rankings of indexed content in relation to the search engine users’ search terms.

The latter is an entirely bid-based concept in which the Web site owner (aka the “advertiser”) bids for the top ranking for a particular keyword. The highest-paying advertiser gains the top ranking (until outbid by another advertiser) and is charged the bid amount each time a search engine user clicks through the search engine’s link to access the site. Organic search engine rankings are the most lasting of the two concepts – and often the type of search results Internet users trust the most. However, securing top ranking for keywords and phrases is challenging and time consuming. But it can – and should – be done if you are serious about long-term success for your business. Pay-per-click is a quicker fix, but can be a treacherous concept for advertisers who haven’t considered the potential cost and hatched a sensible strategy for their PPC campaigns.

### **COMMUNICATING WITH YOUR CUSTOMERS**

A critical element in the building and maintenance of a successful e-business is customer care. Once you have developed and continue to expand your customer base you will need to ensure that the customers are happy with the service you are providing them. Express Email Marketing, which is an optional ASKaPRO feature, allows you to communicate with your customers through e-mail based newsletters, announcements and attractive marketing campaigns.

Express Email Marketing is strictly permission-based, which means that you will only be sending your announcements, etc. to recipients who have agreed to be on your mailing list.

## **OPTIMIZING WEB SITE FOR SEARCH ENGINES**

85% of all Internet traffic is generated by search engines. This means that in order to build a successful, prosperous online presence for your business, you must ensure that users of Internet search engine can find your Web site. A 2004 survey performed by the Pew Internet & American Life Project revealed that 84% of online Americans have used search engines. In fact, comScore Networks estimates that American Internet users performed about 40 billion Internet searches in 2004. For an e-business, the importance of search engines cannot be overestimated – if search engine users won't find your Web site, then, likely, no one will. This problem could become very real for business owners who fail to understand the importance of Internet search engines and search engine optimization. As the Internet boasts several billions of Web pages – and counting – unless your reseller Web site is optimized for and indexed by such search engines as Google, Yahoo! and MSN, Internet users simply won't know that it exists.

The Internet is dominated by four search engines – Google, Yahoo!, MSN Search, and Ask Jeeves, which combine to account for more than 90 percent of all Internet searches. The first step into the e-business world, therefore, should be to get your Web site listed with these engines. To do so, you can either wait for the search engines to find the site, or you can submit it directly. Because search engines rely on spiders – robots that “crawl” the Internet by following the hyperlinks that connect Web pages – most Web pages will in fact be found – assuming that they are being pointed to by other Web sites. However, submitting a page directly might save you valuable time as it will ensure that the search engine's spiders will visit and review that page the next time they crawl the Web. Most search engines allow submission of Web pages at no cost, but some charge a fee for direct submission. Having a site listed in a search engine's index, however, does not guarantee success. The critical part is to ensure that the site is ranked high enough in the search engine(s) to actually be found. Research has shown that the majority of Internet users rarely venture beyond the first one or two pages of search results. This means that very few – if any – users will actually find a page that shows up several pages into the search results. Thus, obtaining a top 10 or 20 search engine ranking for the applicable keyword(s) is the only way to gain Web visibility. This is where search engine optimization comes in.

## **THE IMPORTANCE OF SEARCH ENGINE OPTIMIZATION**

The term search engine optimization encompasses a number of methods to improve a Web site's search engine ranking. When optimizing a Web site, you must first define the Web site “keywords”; then weave those keywords into the page content. The keywords are the words and phrases Internet users will type into a search engine when looking for Web content. Search engines look for those keywords in such site elements as page copy, Title tags, and – to a lesser degree – Meta tags and anchor text on internal links.

Another important element in the search engine optimization process is link building, which is the process of making sure that other – preferably topically similar – Web sites link to a given site. Though the exact methods vary, currently, all of the major search engines focus heavily on link analysis when determining the importance of a given Web page. This means that the search engines look at the number and, particularly, the relevance of a Web page's back links (i.e., the links that point to the reviewed site) when calculating Web page rankings. If an originating site offers similar or related content to the one it is pointing to, the link will be rated higher than if the originating site's content was entirely unrelated. Securing a top ranking with the Internet's search engine engines can be a daunting proposition. However, if you dedicate the necessary time and effort to meticulously optimize your Web site, you will eventually reap the fruit of your labor in the form of visitors to your site.

# SEARCH ENGINE SUBMISSION

## SEARCH ENGINES

Although the Internet's most important search engines all rely on advanced spiders that crawl the Web to review and index content, most of those engines also allow Web site owners to submit their sites directly. – A concept that sometimes, but not always, speeds up the indexation process. Most search engines, including Google, Yahoo! and MSN allow submission of Web pages at no cost. Ask Jeeves and certain other engines charge a fee for direct submission.

Although a limited number of search engines account for more than 9 out of 10 Internet searches, the Web is home to a large number of smaller search engines, many of which have devoted followings. Those search engines and directories should not be dismissed, but as a business owner, you should primarily concern yourself with the top search engines. It is important to understand that search engine inclusion does not ensure a high ranking. However, submitting your site can be a convenient way of getting started with your business, ensuring that the search engines are at least aware of the existence of your Web site.

## DIRECTORIES

Next to algorithmic, spider-based search engines, Web directories are the Web surfer's primary tools when searching for information on the Internet. Directories, therefore, should not be ignored by Web site owners who wish to promote their sites. Indeed, you should make securing a listing with a handful of relevant directories a high priority once you have established your Internet business.

Because featured Web sites are arranged topically, Web directories enable Internet users to search for content simply by browsing the applicable directory categories. When submitting a Web page to a directory, selecting a proper category for the page, therefore, is paramount. You should, therefore, try to find directory categories that reflect the type of products you are selling from your store. Web directories generally rely on human-compiled material. This means that a human editor will review your Web site and make the ultimate decision as to its inclusion and placement in the directory.

Securing a listing in the top Internet directories – the Yahoo! Directory and The Open Directory Project – can be difficult, as the editors can be picky. It is therefore imperative that no parts of your site are under construction when you submit the site to a directory. Many directory editors will refuse to index sites that appear to be unfinished. However, some of the major search engines, notably Google, may reward Web sites whose links are included in the top directories as such links will be considered "quality" back links for the sites in question.

# USING TRAFFIC BLAZER FOR SEARCH ENGINE OPTIMIZATION AND SUBMISSION

Because promoting a business online can be both time-consuming and challenging, ASKaPRO offers Traffic Blazer. Traffic Blazer is an advanced, Web-based search engine optimization and submission tool that allows you to zero in on the most opportune keywords for your site, build Meta tags, analyze the site, and finally submit the site to a number of Internet search engines and directories. Traffic Blazer even includes advanced tracking tools that enable you to verify that your site has been indexed by the major search engines and check its ranking for applicable keywords.

Additionally, Traffic Blazer includes a comprehensive tutorial on search engines and search engine optimization, which will help you understand the dynamics of the Internet's search engines. Traffic Blazer is a convenient tool that will help you get your site optimized and submit in a few, easy steps.

## PAY-PER-CLICK ADVERTISING

An alternative and/or supplement to the demanding, time-consuming search engine optimization, pay-per-click (PPC) advertising allows you to pay for a top search engine ranking for desired keyword(s). The concept can be costly, but has proven invaluable to many e-commerce Web sites whose businesses have received sizable traffic boosts via PPC advertising. PPC may or may not suit your business (and your wallet). The following describes the concept in more detail.

### THE PAY-PER-CLICK CONCEPT

In a PPC program advertisers (i.e., Web site/business owners) bid for the top ranking for a given keyword. The advertiser that places the highest bid is ensured the top ranking for that keyword. -- Until he/she is outbid. The second-highest bid is secured the number 2 ranking; the third-highest bid will claim the 3rd spot, etc.

Pay-per-click advertising is offered by a number of companies, including Google (AdWords), Yahoo! (formerly Overture), Kanoodle, and MIVA (formerly eSpotting/FindWhat). Google AdWords results are displayed in the Google search engine, while Yahoo!'s PPC listings are displayed in the Yahoo! search engine. Microsoft recently launched its own paid advertising program that will feed the "Sponsored Sites" area of the MSN search engine.

PPC listings are displayed separately in search engines – usually labeled "Sponsored Results," "Sponsored Listings" or something similar. When a search engine user clicks a sponsored (PPC) link, the advertiser is charged the amount he/she bid for the listing. The click-through fee to be paid by the advertiser largely will depend on the chosen PPC provider and the popularity of the keyword(s) on which you are bidding.

The obvious advantage of PPC advertising is that you do not have to worry about optimizing your Web site in order to be listed in the top search engines' top results. If you are willing to pay for it – and perhaps even engage yourself in bidding wars with other advertisers –, then PPC can be an enticing option. However, unlike organic search listings, which are free of charge – obtained through continual search engine optimizing – and lasting, PPC click listings disappear as soon as you stop paying for them. Many large-scale e-businesses rely on a combination of paid advertising and targeted SEO.

# LINKING OTHERS TO YOUR WEBSITE

## LINK BUILDING

Since Google reinvented Internet search with the introduction of its PageRank concept, link analysis and link building have become increasingly important elements in the search engine optimization process. Link building is process of making sure that other – preferably topically similar – Web sites link to your site.

Though the exact methods vary, all of the major search engines currently focus heavily on link analysis when determining the importance of a given Web page. This means that the search engines look at the number and, particularly, the relevance of a Web page's back links (i.e., the links that point to the page) when calculating rankings. If an originating site offers similar or related content to the one it is pointing to, the link will often will be rated higher than if the originating site's content was entirely unrelated.

Similarly, if the Web page from which a link originates is rated highly by the search engines, then the link itself will be considered more important than one that originates from a lower-rated page. In other words: Not all links are created equal. Generally, Web sites that contain unique, informative or otherwise eye catching content will eventually be linked to by other sites. Furthermore, web sites which are updated frequently are rated as more useful than those updated less frequently.

It is strongly recommended that you take a proactive approach to your link building efforts. Using the Internet's search engines is a good starting point for zooming on the Web site owners you should consider approaching for your link building efforts. By visiting a search engine and typing in a keyword that ideally would lead to Web sites that are similar to yours the search engine will return a list of matching sites. Generally, the best-ranked matches are the ones most likely to generate the most effective links. Having perused the results, the next step is to visit the sites and attempt to convince their administrators to provide the desired links. There is, of course, no guarantee that a particular Web site owner will add a requested link. There can be many reasons that a Webmaster might decline to do so. For example, he/she might refuse to link to an obviously competing site. Or, the site's owner may not be interested in being affiliated with other sites. Another reason could be that the site is already providing several outbound links and is not interested in adding to the count. Thus, sometimes you will have to look for links someplace else.

## DIRECTORY LINKS

Some search engines, including Google, incorporate links from Web directories into their ranking calculations. This means that having your web site listed in such directories as the Open Directory Project (aka DMOZ) and Yahoo!'s directory may boost your ranking in algorithmic search engines. To obtain a directory listing, you must build a site whose design and content are enticing or informative enough to convince the directory editors that they should add you site to the respective directory indices.

## **USING E-MAIL CAMPAIGNS**

As an Internet business owner you will need to cater to your customers' needs. One way of doing so is to keep in touch with them to ensure that they know that you care about them. Express Email Marketing, a versatile and easy-to-use e-mail marketing tool, is available through ASKaPRO Online Services.

Express Email Marketing gives you the power to reach out to your customers through e-mail announcements, product promotions, newsletters, etc. In addition, you can use the program to create and perform surveys of your customers' preferences and level of satisfaction with your services.

Staying in touch with your customers not only ensures that they are aware of any promotions you may be running or new products you are adding to your portfolio, it also means that those customers are more likely to think about you next time they plan to purchase a type of product that is offered in your store. Building a solid customer base gives you a significant edge in the competitive e-business world. Communicating with and caring for your customers allows you to maintain that edge.

Express Email Marketing includes a wide selection of professionally designed templates that allow you to build dazzling, eye-catching campaigns for your customers. And the featured reporting tools allow you to keep an eye on how the recipients respond to your campaigns.

Because electronic bulk mail – i.e., spam – is a persistent pest for many Internet users, Express Email Marketing is carefully built to comply with stringent anti-spamming standards thus ensuring that your e-mail campaigns will not be mistaken for spam once they reach your customers' inboxes. In essence, Express Email Marketing only allows you to distribute your campaigns to recipients who expressly opt to be featured on your mailing list. All outgoing messages will include the recipient's opt-in date and the option of discontinuing further messaging by opting out.

# SECURING WEB SITE TRANSACTIONS WITH SSL CERTIFICATES

Many Internet users still balk at making online purchases as they fear that disclosing their credit card numbers and other sensitive information online will lead to credit card theft – or even identity theft. Only if your customers trust that their credit card numbers and personal information will be kept safe from tampering can you run a successful online business. While those are genuine concerns, you as a business owner can go a long way toward obtaining your customers' trust by securing all transactions on your site with an SSL certificate.

The TurboSSL certificate, available through ASKaPRO Online Services, is signed and issued by trusted Certification Authority (CA) Starfield Technologies – one of the fastest-growing names in the industry. The Site Seal provides visible proof that transactions are properly safeguarded.

An SSL certificate enables you to establish an SSL-encrypted connection between the site visitor's Web browser and the server that operates your Web site. Depending on Web server software and browser type the encryption level generally is 128 bit, but can reach 256 bit in some instances.

A TurboSSL certificate can be issued within minutes of you submitting a request. The CA will verify that the requester indeed controls the domain for which the certificate is being requested. The request will also undergo an advanced fraud-screening step. While TurboSSL certificates provide ample security for any Web site, our High Assurance Certificates take the authentication process even further by manually verifying the identity and business credentials of the certificate-requesting authority. A TurboSSL certificate will include the common name of the Web site the certificate protects. A High Assurance certificate further includes the name of the certificate holder.

At a time when cyber theft is an unfortunate but very real threat to anyone that uses the Internet, securing e-business Web sites with SSL certificates is imperative – indeed, savvy Internet users expect to see a padlock icon when entering a supposedly secure site. Once installed on your custom Web site, the included TurboSSL certificate will help protect you and your customers against theft and intrusion. It will also help you build and retain your customers' trust.

## SECURE ONLINE STORAGE

Online File Folder, also available through ASKaPRO Online Services, is a safe and convenient online storage solution that allows you store and access up to 10GB of data in a secure location, accessible anytime, via any Internet connected machine. With its easy-to-use synchronization feature, Online File Folder allows you to always access the most recent version of any file that is stored both remotely and locally. Password protection and virtually unbreakable industry-standard 128-bit encryption keep stored content safe from tampering.

Online File Folder allows you to share or e-mail any stored file. This means that with Online File Folder you will never be constrained by the attachment-size restrictions of your e-mail provider/ISP. You can send your files to anyone, anytime, regardless of their size.

## CONCLUSION

Now that you know how to build your business website, compile your service and/or product portfolio, optimize your site for the Internet search engines, and stay in touch with your customers, you are all set to launch a successful e-business venture.

As you build a solid customer base and continue to cater to your customers, you are building a strong, lasting foundation for continued success as an online business owner.

The virtual Internet marketplace is a competitive business venue, but as an ASKaPRO Online Services client, you have all the tools you need to prosper.

