

## *E-Commerce Tip #1*

*Understanding who visits your website and what these visitors want are two key items for e-commerce success. All smart webmasters receive printed & bound reports that detail all aspects of their website's activity.*

*These reports should be delivered at no charge to you via an overnight courier at least once a month. By knowing exactly what your site's visitors want to read and then tracking their activity, you'll take control of your company's online marketing.*

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## *Virus Advisory*

Keeping one step ahead of the malcontents who create computer viruses can seem like a full-time task.

It might not be that much work, if you're responsible for the security of a few dozen computers, but it's definitely a weekly task.

Shorten that time by spending a few minutes explaining the importance of weekly updating to your coworkers. This important task doesn't have to be a burden that falls on your shoulders.

We suggest downloading the free weekly updates to McAfee's VirusScan anti-virus program. The download takes just a few seconds via high-speed digital lines, but anyone can download the file in about five minutes using a standard telephone dial-up Internet connection.

The McAfee.com website posts an update to VirusScan's database of viruses every Wednesday afternoon.

Copy the file to your corporate network file server, and instruct each staff member how to execute this downloaded file and follow the few steps to install the update in their workstation.



## *Squash Web Bugs*

The Privacy Foundation, a nonprofit privacy group from Denver, Colorado, is preparing a browser plug-in that will help users detect web bugs.

Web bugs are surveillance tags, usually invisible .gif graphic images, that are inserted into the HTML code that makes up webpages. The web bugs allow online marketers to track users' surfing habits.

According to the Privacy Foundation, about 10 percent of all webpages use web bugs. Intuitively, this number seems high to me, but then again, online marketers have been stooping to some pretty-low tricks to keep an eye on our online habits. So, maybe the number is reasonable.

The nonprofit agency will have completed the software development in about a month. The plug-in will work with Microsoft Internet Explorer. I'd like to see a plug-in for

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Because it's become a Wednesday-afternoon ritual for our company, our office computers are up-to-date and protected.

Netscape Navigator and Opera; if you would too, drop a note to the Privacy Foundation.

Installing the software triggers a pop-up window every time a Web surfer encounters one of the bugs, accompanied by a soundtrack that says, "Uh-oh!" Heavy surfers of commercial sites may find the recurring sounds annoying.

Details online: [dgl.com/itinfo/2000/it001221.html](http://dgl.com/itinfo/2000/it001221.html).

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## *Quantum Leap*

Scientists have unveiled a miniature device that emits single light particles, photons.

According to the theory of quantum mechanics, single spinning photons of light can be used to create a computer capable of a near-infinite number of calculations per second.

Physicists who understand quantum theory and an object's ability to maintain multiple states simultaneously refer to Schrödinger's Cat, a hypothetical feline who is both dead and alive—at the same time.

Details online: [dgl.com/itinfo/2000/it001222.html](http://dgl.com/itinfo/2000/it001222.html).