

E-Marketing Rule #5

Create a website with simple graphics that complement the text.

Use graphics to enhance your message, not overpower it.

If your site accepts advertising banners, be discrete, and keep the banner ads small enough so they don't hinder the site's readability.

Don't let website graphics compete for your viewers' attention and draw their focus away from your site's text content: your real marketing message.

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Skilled Workers Needed Now

The Joint Employment and Training Technology Conference recently concluded. U.S. Secretary of Labor Elaine Chao addressed the conference with a stirring call for more workforce training.

Secretary Chao said evidence of the skills gap can be seen in the monthly unemployment rates, which show a decline in manufacturing jobs and an urgent demand for highly skilled workers. Even with the downturn in the dot com sector, thousands of high tech jobs go unfilled each month because there aren't enough skilled workers.

Is your business working to solve the skills gap? Are you doing your part to train your workforce?

Tighten Password Security

BBC Online reports today that most computer users have selected passwords that aren't so tough to guess.

Many people choose their own name, or a loved one's, nickname.

According to the BBC report, most computer users bring their personal life to bear when picking a password. About a quarter of those surveyed use their own name or nickname, while one-third pick a favorite star or football team.

If the data on your computer network is valuable enough to protect with a password, make sure your password is secure.

Accessible Websites

Many websites are created without following the widely-accepted standards that make sites easy to access for disabled readers.

Accessibility problems are usually caused unknowingly. Not all website software creates standard HTML code.

In fact, most popular programs like Microsoft FrontPage, Microsoft Publisher, Adobe PageMill, have their idiosyncrasies. Unless you're aware of the coding errors they commonly make, you won't know what part of the code to correct before posting your pages to the net.

A quick way to prevent most errors is to view your site using multiple browsers.

We're a Wired Nation

The U.S. Census report released this morning reports that about 42 percent of all U.S. households have web access. Last year only a quarter of all homes were wired.

A third of all adults and a fifth of all children (3-17 years old) use email. Almost two-thirds of children live in a home with a computer, and a third of all children have gone online

Looking at the total population, about half of the nation has a computer at home. When the census first tracked home computer usage in 1984, only eight percent of homes reported having at least one computer.

Citizens without home computers are more likely to be older and/or have a smaller income, giving fuel to the argument that there is a digital divide across socioeconomic levels of the U.S. society.

Children seem to be the most likely to have access to a computer, thanks to a combination of their home and school facilities. Nearly 90 percent of children between the ages of 6 and 17 had access to a computer.