

PPC: What It Is and Why You Should Care

With Pay Per Click (PPC), you're not paying for a promise, and you're not paying to load an ad onto a page. You're paying for an actual result, a click. With PPC, you don't pay if nobody sees your ad, and you don't even pay if someone does see it but doesn't click. You pay only when someone clicks your ad. In the business, people talk about buying clicks because that's just what they (and you) are doing. You're paying a PPC company each time someone clicks a link pointing to your Web site.

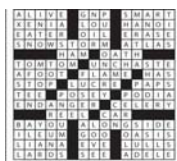
You are paying for a particular action. Someone sees your ad, clicks the ad, and (in general) views your site. Certainly, now and then, people won't arrive at your site -- they may click and then cancel before your page fully loads -- but generally speaking, a click is the same as a visit. It could be a very short visit, true, but it's something a bit more tangible than a placement or an impression.

Explore the possibilities of high-volume traffic with Pay Per Click Search Engine Marketing For Dummies, by Peter Kent.

Your Word for Today

SEO
Noun.

Search Engine Optimization: The act of altering a web site so that it does well in the organic, crawler-based listings of search engines. In the past, has also been used as a term for any type of search engine marketing activity, though now the term search engine marketing (SEM) itself has taken over for this.



Memorial Day - 2006

Changing to Plain Text in Outlook Express

Outlook Express uses the HTML format as its default format, but you can change it to Plain Text. If you send a message using the Rich Text (HTML) format to someone whose e-mail program can't accept anything but Plain Text, the message comes to the recipient as Plain Text with an HTML document attached. That way, he or she can view all the HTML formatting bells and whistles by opening the attached document in the Web browser.

To change the default setting to Plain Text, follow these steps:

- Launch Outlook Express.
- Choose Tools, Options to open the Options dialog box.
- Click the Send tab and then select the Plain Text Settings button in the Mail Sending Format area.
- After making your changes, click OK or press Enter to close the Plain Text Settings dialog box.
- Click OK to close the Options dialog box and put your new settings into effect.

For more information like this, get a copy of Windows XP Gigabook For Dummies, by Peter Weverka, et al.

Adding Trendlines to an Excel Chart

You can add trendlines to your Excel charts that display a trend implied by the charted data. Trendlines are often added to XY (Scatter) charts that correlate two different sets of numerical data to graphically point out the correlation between the two sets.

To add a trendline to your chart, you choose Chart, Add Trendline on the Excel menu bar (note that the Chart menu appears on the regular Excel menu bar only when you select an embedded chart). This action opens the Add Trendline dialog box. Here, you can choose the type of trend in the Trend/Regression Type section (Linear, being the most common, is the default) and the data series on which to base the trend in the Based on Series list box.

For all you need to know about Excel, see Excel 2003 All-in-One Desk Reference For Dummies, by Greg Harvey.

ISOCNET Customers say it best:

I want to take this opportunity to acknowledge an outstanding employee of your company. For the past three days I have not been able to receive my email. Mr.



Troher did an excellent job by helping me understand the problem and going the extra mile by making a phone call to a colleague at home to have my account corrected. I hope you take the opportunity to talk with Mr. Troher regarding the details of the problem and to recognize Mr. Troher for his outstanding performance in customer service as well as the person he called for taking time to resolve the issue.

Stephen

Using AutoText in Word

Using the AutoText feature in Microsoft Word, you can enter long and difficult-to-type words quickly. Put the text and/or graphics that you often use on the Insert, AutoText list. That way, you can enter the long-winded text or a complicated graphic simply by clicking a few menu commands or by typing a couple of letters.

To create an AutoText entry, type the text or import the graphic, select it, and choose Insert, AutoText, New (or press Alt+F3). The Create AutoText dialog box appears. Type a name for the text or graphic in the text box and click OK.

To insert an AutoText entry, just start typing the entry's name. Midway through, a bubble appears with the entire entry. Press Enter at that point to insert the whole thing. An alternative method is to choose Insert, AutoText. Next, select a submenu name, and choose an AutoText Entry.

For more information like this, get a copy of Windows XP Gigabook For Dummies, by Peter Weverka, et al.

The Danger of One-Click Shopping

Some e-commerce sites offer one-click shopping to make it easier for you to buy. To take advantage of one-click shopping, you enter your name, credit card number, billing address, and most frequent shipping address and have the Web site save that information for you on its server. Then, when you're ready to buy, you just click once -- all your personal information is automatically entered into your order. The problem with this strategy, of course, is that if you order something from a Web site using one-click shopping and then walk away from your computer without logging off, anyone can buy anything they want at the site -- in your name and billed to your credit card. This statement is also true if you use one-click shopping at a public terminal and then forget to log off.

Safeguard your assets with Internet Privacy For Dummies, by John Levine, Ray Everett-Church, and Gregg Stebben.

Ask a Tech

Submitted by: Jon Murphy – IT Manager

Sending Mail from Anywhere

Do you take your laptop to the office or restaurant with you? Do you get tired of changing mail programs or mail settings to be able to send an email? Well you don't have to change those settings anymore.

Most mail is sent on port 25 through your mail client. However, with the current problems with spam and viruses most providers (such as ISOCNET) require you to send through their mail server. Think of it as sending a package while you're at a hotel. You want to use UPS but the hotel tells you that you can't because they only use FedEx. Here is how to set it up:

- Go to your Account settings
 - This is usually found under Tools – Account or Email Accounts
- Click properties or change on your mail account
- If you have a More Settings button click it, otherwise proceed to the next step
- Click the Advanced Tab
- There you should see your outgoing SMTP port. Change it to 587
- Click Apply
- Click OK or Finish

This will allow you to send through us no matter where you are or who you are connected with.

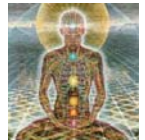
For more information, and to learn how to adjust your filter settings, please visit <http://support.isoc.net>.

How to Reach us:

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Wisdom to Live by:

Those who are fired with an enthusiastic idea and who allow it to take hold and dominate their thoughts find that new worlds open for them. As long as enthusiasm holds out, so will new opportunities..



Norman Vincent Peale

Whatever your discipline, become a student of excellence in all things. Take every opportunity to observe people who manifest the qualities of mastery. These models of excellence will inspire you and guide you toward fulfillment of your highest potential.

Michael Gelb & Tony Buzan

Choosing goals that are important to you is one of the most essential things you can do in order to live your dreams.

Les Brown

Did You Know . .

ISOCNET Is the Official Internet Solution Provider for Tall Stacks!



Look for us on the river when you visit Tall Stacks in October.

Does your Website have W.O.W. Power?

This seminar presents the latest website trends for improving usability and conversions.

Website **W.O.W.** Seminar
May 16, 2006 from 7:30 AM – 10:30 AM