Business and internet

What is the internet? The Internet is a worldwide collection of computer networks, cooperating with each other to exchange data using a common software standard. Through telephone wires and satellite links, Internet users can share information in a variety of forms. How does it work?

Internet allows users to: connect easily through ordinary personal computers and local phone numbers, exchange electronic mail (E-mail) with friends and colleagues with accounts on the Internet, post information for others to access, and update it frequently, access multimedia information that includes sound, photographic images and even video, and access diverse perspectives from around the world. How does it provide business value? People search the Internet with some questions or concern in mind. That is the importance behind all the keywords being placed on your website through traditional Search Engine Optimization.

However, once the person has found one of your pages on the search engine, what unique value does your website offer to prospective clients / customers? Websites allow for easy access anytime to your companies information. Explain how the domain name and IP addressing system work. If you've ever used the Internet, it's a good bet that you've used the domain even without realizing it. DNS is a protocol within the set of standards for how computers exchange data on the Internet and on many private networks. Its basic job is to turn a user-friendly domain name that computers use to identify each other on the network.

It's like your computer's GPS for the Internet. Computers and other network devices on the Internet use an IP address to route your request to the site you're trying to reach. This is similar to dialing a phone number to connect to

the person you're trying to call. List and describe the principal internet services. Internet services consist ofcommunication, news, weather conditions, shopping and entertainment. You can do faxing, calling, surfing, browsing and marketing in internet and even crimes, etc. List and describe alternative ways of locating information on the web.

Search engines- The search engines are the first place everyone heads to and they have become household names. Subject Directories If you have a specific piece of information you are looking for and it fits neatly into a particular category this is a good place to start. These sites include libraries, academicinstitutions, research facilities and usually include the 'best of the best' as well as peer-reviewed publications for business and academics. Directories have even been created by bothGoogleand Yahoo. Social Networking

Social Networking is the latest craze on the Internet and includes online communities of people who share certain interests, activities, etc. While many of them are just about connecting to other people, some can be used to glean new information from the web. Services such as StumbleUpon will give you recommendations on websites that might be of interest to you based on a set of interests and keywords. Other services like LinkedIn focus on connecting people in business but also give you a resource where you can ask for the opinions of others or to be pointed in the right direction. Social Bookmarking

Social Bookmarking sites like Reddit, Delicious and Digg all allow users to bookmark or share links of interest. They all contain categories and notifications so you needn't go searching, the information can even be

brought to you to save time. All three have ways for users to increase (and possibly decrease) the popularity or relevant importance of some links that are dropped into the services. Not all links bookmarked at these sites will be useful but many could be interesting, informative or something you might use later. The peer-review means that others find the links useful and help them float to the top so to be more easily found.