

# Finding Your Place on the World Wide Web

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Article 4

## THE TANGLED WORLD WIDE WEB WE WEAVE

There are as many myths and misconceptions about the internet as there are wives' tales about raising children and superstition about black cats and ladders! For some reason, it seems that this is an area where panic comes easy, and common sense is the occasional hard-to-find oasis. This isn't the fault of the end user, but the fault of a technology industry that has become more interested in the ideals of capitalism than customer service.

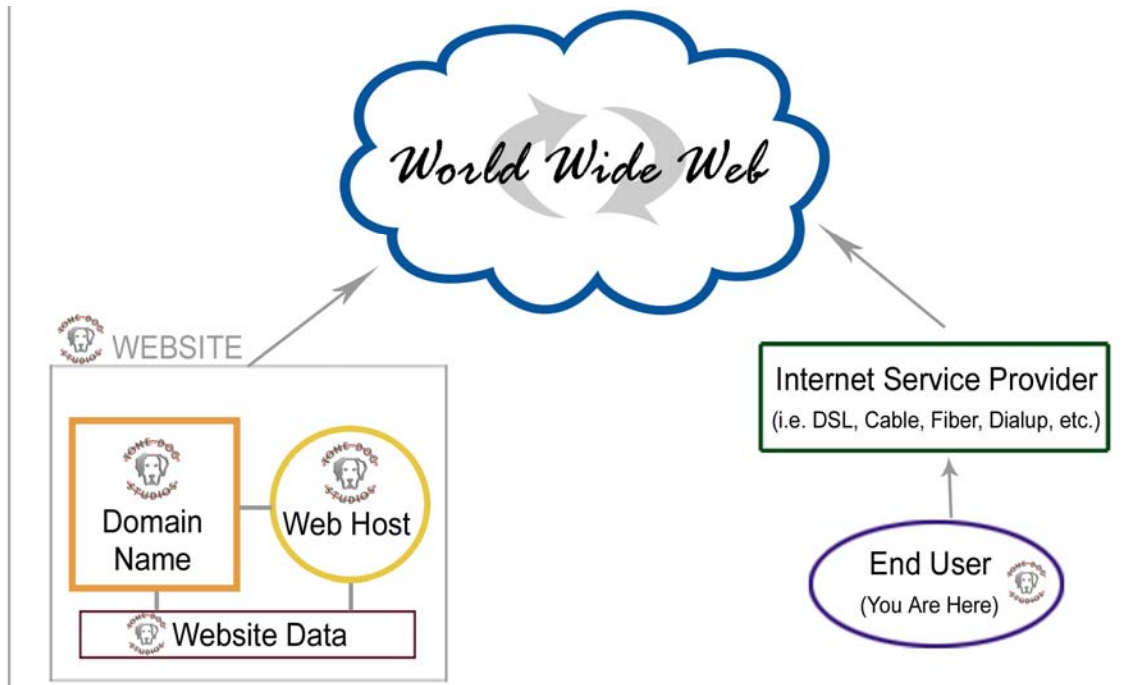
The honest truth is that end users like you and me are stuck in the middle of large companies squabbling over who have the best widget, as is the case with just about any other industry. In the meantime, users are making costly mistakes in terms of money, online security, and creating unhealthy online patterns due to a lack of tools and correct information about the internet.

## A DEFINITION

The World Wide Web (commonly referred to as 'the internet', 'the web', etc.) is a central communication network globally connecting personal computers, computer networks and organizational computer facilities.

## A QUICK REFERENCE

Our Internet Flow Chart from the ToneDog247.com website is a great visual while going through this article information. This overview can be helpful when you're looking to find your place on the World Wide Web. © Tone Dog, Inc. provides services in any area where you see our small Tone Dog Logo.



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## **BREAKING IT DOWN**

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In order to make this as simple as we can in overview format, let's take this one section at a time.

### **1. The World Wide Web (a.k.a. "the Internet")**

This area is highly confusing for most end users, and rightly so. This seemingly amorphous "thing" asserts greater control over industry, but it really isn't tangible. But the internet is actually a collection of powerful computers called "servers", which essentially allow for passage of information. If there were two cities, one on either side of a river, and in order to communicate the cities had a bridge across that river, the internet would be that bridge. The World Wide Web is a transporter of information. But who are the cities in our word picture?

### **2. Website**

Within any given website there are three common components that **MUST** be in place to be online (on the internet).

- a. **Domain Name:** For example, [www.ToneDog247.com](http://www.ToneDog247.com) is a domain name. Anyone who wants to have a website must choose an available name for their website, which is called a "domain name". Registering a domain is an annual subscription, and can be done via any registrar. Tone Dog Studios is a registrar, and can set you up with a Domain Name if you need it. Or transfer your existing Domain Name; contact Tone Dog for more info on that.
- b. **Website Data:** Simply put, it is the information on any website. It can be simple text, pictures, or online movies constructed with programs like "Flash".
- c. **Web Host:** This area of the website is generally the least understood. Commonly confused with an internet service provider, the web host actually provides space on a server computer to house data displayed on any given website. The ideal way to house this data is on a secured server which is monitored 24/7 in a professional data center by seasoned professionals; Tone Dog provides this exact service affordably.

Unfortunately, many websites are hosted in truly scary ways using hack technology or workflows, some are monitored "in some guy's basement", or even piece-mealing data into different server locations unnecessarily to convenience the web host rather than for optimum user benefit. Be careful with the data that is the lifeblood of your online business; Tone Dog is committed to your business as we are committed to our own. If your hosting costs are high and/or you aren't sure if the service you currently have is ideal for your business, get in touch with Tone Dog Studios at 800.805.5324 or visit our website, [www.ToneDog247.com](http://www.ToneDog247.com).

### **3. Internet Service Provider**

Internet Service Providers are a dime a dozen. Some cable companies provide high speed, phone companies provide DSL (Digital Subscriber Line) high-speed services, Fiber Optic is sweeping certain areas, and there's always ol' modem/phone Dialup connection.

For some reason, the term "Web Host" is often confused with "Internet Service Provider" among the public. Remember it this way, the Web Host provides a HOME for your website data; the host allows you to have a HOME page. The Internet Service Provider's key role is basically the same as a phone company with telephones; their job is to connect you to the internet. What makes this entire relationship confusing is the fact that often, a problem can look like one thing, and be something else. It may appear that you are unable to see a website because of the internet service provider being disconnected, but it may have something to do with a tired workstation that needs to be rebooted. Conversely, it may appear as if a computer has a problem, but it could be something to do with the web host or connection from the end of the website you are visiting as the end user.

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#### 4. End User (That's you and me!)

The internet has become a viable method of conducting business with customers/clients that might otherwise be out of reach for any given business, and to communicate information on a constant basis. End users are becoming more reliant on internet searches and websites for products, services, and information. There are hundreds of thousands of people like you and me who transverse the internet daily. In order to be safe and sound out there, there are a few things to keep in mind:

- a. **Combat potential Spam and Viruses; be proactive!** Staying away from online poker/gambling/gaming/other questionable websites, and keeping updated computer-based spam protection and anti-virus software (i.e. Spam Bully & Panda Anti Virus) are two great ways to combat these common internet issues. Remember, the hackers who write viruses and send spam were proactively seeking you; proactively meet the enemy, and don't let them penetrate your system wherever possible. You can sign up with a Web Host who runs server-side anti-spam software, which will control spam and viruses on entry to the email system before it even gets to you; contact Tone Dog Studios for more information on Spam-Filtered e-mail services. Running email this way will also allow you to have your own domain name so that your email address won't need to change, regardless of possible changes with your Internet Service Provider.
- b. **Be informed.** Perhaps take an evening class, go to a continuing education seminar at work, or get in touch with a Technical Expert to acquire some basic computer/internet training. Spending a few bucks up front on books, classes or training can save you hundreds of dollars and a lot of stress headaches later.
- c. **Know with whom you are dealing.** As is the case with many other industries, web technology is built on TRUST. The internet is now a place for banking, shopping/product purchases, service payments, information, tracking, etc. Any transaction-based function will require some end user input to be completed. Be sure to protect yourself / your identity when transacting business on the web. NEVER send your credit card /bank information over e-mail; and if something doesn't sound right to you, ask questions before action. This sounds like common sense when written out like this, but we have seen the sad and costly results based on actions that flew in the face of this advice. Seek out experienced, seasoned online business partners and vendors; that will at least limit the risks which are inevitable in any kind of business, in person or online.

#### **CONCLUSION**

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This article information is NOT comprehensive, but a high-level overview. If you need more information on internet-related issues, or if website or computer system has already been impacted, we can help put tools into place in an effort to safeguard your computer(s) and website from this point forward. Thanks for reading, and remember: the best friends you can have on the internet are your own common sense, and Tone Dog, Inc.

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