

GENERAL FAQS

- **What is Google Ad Sense?**

Google Ad Sense is a free program that enables website publishers of all sizes to display relevant Google ads and earn revenue from visitors clicking off the advertisement appearing on their website

- **What are Google Ad words?**

You create your ads. You create ads and choose keywords, which are words or phrases related to your business. Your ads appear on Google When people search on Google using one of your keywords; your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you. You only pay when someone clicks on your add.

- **What is an Ebook?**

An eBook is an online electronic version of a brochure, catalogue or physical book. Our technology allows us to produce eBooks from existing brochures (from supplied PDF's or made from scratch from supplied copy and images) so that they have the look and feel of a paper based brochure without the print or physical mailing cost

- **What is a Blog?**

A personal or corporate website in the form of an online journal, with new entries appearing in sequence as they are written, especially as dealing with reflections or opinion, and typically incorporating links to other articles.

- **What is a Forum?**

Online systems, in which users may send, read and reply to messages on a particular subject or issue.

- **What is an RSS feed?**

RSS stands for real simple syndication .It is a commonly used protocol for syndication and sharing of content, originally developed to facilitate the syndication of news articles, now widely used to share the contents of blogs. RSS is an XML-based summary of a web site, usually used for syndication and other kinds of content-sharing. There are RSS "feeds" which are sources of RSS information about web sites, and RSS "readers" which read RSS feeds and display their content to users.

- **What is Web 2.0?**

Web 2.0 refers to the new generation of web based services and communities characterised by participation, collaboration and sharing of information among users online. These applications include wikis, blogs and social networking sites which encourage user-generated content (USG) and social interaction online.

- **What is Social Networking?**

A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services. Social networking has encouraged new ways to communicate and share information. Social networking websites are being used regularly by millions of people.

While it could be said that email and websites have most of the essential elements of social network services, the idea of proprietary encapsulated services has gained popular uptake recently. The main types of social networking services are those which contain category divisions (such as former school-year or classmates), means to connect with friends (usually with self-description pages) and a recommendation system linked to trust.

- **What is a wiki?**

A wiki is a Web site that allows users to add and update content on the site using their own Web browser. This is made possible by Wiki software that runs on the Web server. Wikis end up being created mainly by a collaborative effort of the site visitors. A great example of a large wiki is the Wikipedia, a free encyclopaedia in many languages that anyone can edit.

- **What is Twitter?**

Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as tweets. Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as followers). Senders can restrict delivery to those in their circle of friends or, by default, allow anybody to access them. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications. The service is free to use over the Internet, but using SMS may incur phone service provider fees.

- **What is LinkedIn?**

LinkedIn is a business-oriented social networking site founded in December 2002 and launched in May 2003 mainly used for professional networking. As of May 2009, it had more than 39 million registered users, spanning 170 industries.

- **What is Face book?**

Face book is a free-access social networking website that is operated and privately owned by Face book, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves. The website's name refers to the paper face books depicting members of a campus community that some US colleges and preparatory schools give to incoming students, faculty, and staff as a way to get to know other people on campus. Face book expanded further to include any university student, then high school students, and, finally, to anyone aged 13 and over. The website currently has more than 200 million active users worldwide.

- **What is MySpace?**

MySpace is a social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos for teenagers and adults internationally. Ultimate ownership is by News Corporation, In June 2006, MySpace was the most popular social networking site in the United States. According to comScore, MySpace was overtaken internationally by main competitor Face book in April 2008, based on monthly unique visitors. The 100 millionth accounts was created on August 6, 2006

- **What is Affiliate marketing?**

Affiliate marketing is an Internet-based marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

Affiliate marketing is also the name of the industry where a number of different types of companies and individuals are performing this form of Internet marketing, and various types of affiliates/publishers who promote the products and services of their partners. Affiliates sometimes use less orthodox techniques, such as publishing reviews of products or services offered by a partner.

Affiliate marketing—using one website to drive traffic to another—is a form of online marketing, which is frequently overlooked by advertisers. While search engines, e-mail, and website syndication capture much of the attention of online retailers, affiliate marketing carries a much lower profile. Still, affiliates continue to play a significant role in e-retailers' marketing strategies.