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Glossary

Alphabetic List of Acronyms and More

4GH (Fourth-Generation Hosting) “flexible hosting platform that matches performance with demand” according to GoDeady web hosting service.

Amazon When selling at Amazon perhaps look at the following links in advance (you need a seller account to see these sites, I guess):

Product UPCs and GTINs <https://sellercentral.amazon.com/gp/help/200317470>

Category Requirements and UPC Exemptions <https://sellercentral.amazon.com/gp/help/200317520>

Product bundles <https://sellercentral.amazon.com/gp/help/200442350>

AJAX Asynchronous JavaScript.

AdWords see **Google AdWords**.

Cartridge World Sells refurbished printer cartridges at significantly lower price than new once. Many vendors for this exist, this is just an example.

CSS Cascading Style Sheets, basically a formatting technique used for web site designs, you may come across these terms even if you don't design your own website. One can define own formats which can be flexible in a sense that one may use different formats depending on the device/screen size used to look at the website.

CTRL + F5 refresh website.

CPA: certified public accountant.

Dedicated IP hosting IP is the Internet Protocol Address, any computer has one. Web hosts bundle web sites together managed by the same computer (server). That may have the side effect that web search engines when blocking a certain IP address block also yours because of bad habits of one of the web site's owners. To circumvent this, one can get a dedicated IP host.

DNS – domain name system (i.e. phone book for web addresses = domain names).

FTP (File Transfer Protocol). That's basically a program that allows one to transfer large volumes of data, typically from your PC, to the host of your website. This is essential and even good once are available for free: <http://filezilla-project.org/> (Or see e.g., WS FTP for a commercial program similar to the free software - <http://www.ipswitch.com/>) Web design programs such as Dreamweaver have FTP tool integrated. For CS4 dreamweaver go to site → new site / edit site → advanced → remote info to setup the parameters for the FTP data transfer. Similarly, for CS5.5 → new site / edit site → servers → “+ button”. (All you need is the FTP user name and password. Use the default settings for the rest of the parameters. It can take a few days before FTP is setup by your host, even if you got an e-mail that the installation is finished.)

Google AdWords That's a web based advertisement vehicle. Some web hosts offer hosting accounts which come with e.g. a \$100 free advertisement coupon. Make sure to use this on time if you are interested. **\$100 - Is that a lot or not?** Not really, I would say, with that budget your Ad may be up and running for a few days. It depends very much on your settings and popularity of your Ad. One can set a spending limit per day. One is charged based on **cost-per-click**, i.e., every click of a customer on your Ad will charge your account. You define how much you are willing to pay for a click. The more you allow per click, the higher on top of the search list your Ad will appear. The list position of your Ad is based on an automated bidding process with your competitors. The quality of your Ad/web site and other factors also determine your ranking. (They filter out invalid clicks.) One can set a maximum dollar amount one would like to spend, similar to a prepaid phone card. According to AdWords your Ads will appear on Google search and other search sites, on websites that people visit, on mobile phones with full browsers, tablets, and devices, etc. **How to set up an Ad?** They call it campaign. A simple Ad consists of four lines which you will provide. The Ad is linked

to a web page – e.g. your business home page. The search parameters are set up using a software wizard (location/language of your Ad, age groups, gender, keywords). The more specific the keywords, the lower your costs and higher the chance of sales, I would say. Random nonsense clicks don't bring sales. To try this out go to www.google.com/ads to create an account which includes an e-mail based verification. **Did this work for me?** I used a \$100 coupon from my web host and did not go back to the system afterwards: too expensive for my taste. With that coupon and a \$20/day spending limit my Ad was apparently running for 10 days or so. Not sure if it brought in any customers, it's always hard to correlate an Ad with sales in particular when your business is already running more or less well. For example, during the first day I got ~10 clicks which did max out the \$20/day limit. I did not have any purchase orders coming in that day or the next day. I have had a hard time to find my own Ad using the correct keywords (?) In comparison, a 1/8 page print Ad in a membership journal cost in my field about \$200, and an e-mail campaign about the same (in 2012). These paper Ads did have an effect, in my case.

Hosting You need to purchase basically space on a hard drive of (what is called) a server that is directly connected to the web. Your webs site, shopping cart, etc. will be located there.

Hosting account IP address that's where the files of your web site are located, typically the domain name needs to point to this address.

HTML Hypertext markup language was historically the first computer language used for designing web sites.

Information-product business. Recommended for the startup of micro businesses. Selling a book (manual, guide, etc.) by the author would be an example. Low startup costs. Perhaps information products may also have smaller risks regarding liability issues.

Inc short for incorporation.

ISBN (International Standard Book Number) If you sell your (own ?) books you may want typically to have ISBN numbers. This requires, however, first a business address at least and a business registration would be the best. Go to

<http://www.bowker.com/>

https://www.myidentifiers.com/index.php?ci_id=1479

<http://www.bowker.com/index.php/component/content/article/34/264>

for the ISBN numbers, barcodes, etc. They have plenty of FAQ pages. 10 ISBN#s did cost \$250 in 2012 – so, perhaps, not exactly cheap (One single ISBN, \$120 or so.). In that process after setting up an account one purchases these numbers. Finally the book titles etc. are entered in a database. If you are a self-publisher and also just sell the books by yourself, then an ISBN number is not stringent required. However, even most on-line stores such as Amazon typically ask for the ISBN, but not for LCCN. The ISBN is a kind of serial number of the book, changing anything –format, binding type- (including typos, I guess), requires strictly a new ISBN number.

LLC short for limited liability company.

LCCN: Library of Congress Control Number. Labeling code for e.g. print media similar to ISBN numbers. Books typically have both numbering systems. Their main page is here <http://www.loc.gov/publish/cip/> I do have ISBN # for our information products, initially I did not get LCCN #. As far as I understand the process LCCN # are assigned in advance of publication, they are free except that typically one copy of the book needs to be provided, a pdf file (with strict specifications) needs to be uploaded, the process takes 3-6 weeks. Do this before offering your books for sale.

Look in the book – Amazon: Advertising your information products by providing a few pages of your books, etc. You will find a link on your product image. Amazon appears to restrict that advertisement gizmo to major players. I did apply several times at Amazon to add this to my listings, but never got a reply on that request.

Merchant account Companies which are the middleman between your business (or bank) and credit card companies. This is one of the options for setting up a professional shopping cart. Some merchants require the US citizenship. The service typically costs about \$40/month plus a percentage fee on your sales. However, not all merchants enforce this fee. Search for a merchant account and you will find numerous offers, see e.g.

<http://www.3dcart.com/>

<http://checkout.google.com/support/sell/bin/answer.py?answer=42874>

www.authorize.net

<http://www.volusion.com/online-store-builder/>

www.powerpay.com

which I just picked at random. So, no guarantee about the quality of the offer these may provide. Note that stiffer legal rules apply to merchants than to private customers. I would start up with a PayPal account. Here PayPal basically provides the merchant account to you for “free”.

Meta Keyword/Description Tag A text segment which will be attached to your web site source code and which is apparently used by some search engines. In Dreamweaver CS4 go to insert → HTML → Head tags → Keyword / → Description.

Microstock Agencies Don't randomly copy images from the web for your own website. You will most likely violate copyrights in doing so. Either design images by-yourself or purchase images and photos. See e.g.

www.bigstockphoto.com

www.istockphoto.com

www.gettyimages.com

<https://www.fotosearch.com/myaccount.asp>

for commercial sources. See also the sections about “warnings: a few bad things...”.

MBA: Master of Business Administration (“high-end” accountant).

ND North Dakota.

Open source alternative of ...software... Google it, free software.

Product testing Often technical / engineering type products don't really need certifications and/or licensing. Ask your business adviser in advance! However, if you end up with a law suit or any kind of trouble it may help to have an independent test of your product done and documented. Some small business centers provide links to universities which may be able to help. This issue is very product specific and the best solution also depends on your location. Therefore, just as an example, perhaps check out the following links:

<http://www.ag.ndsu.edu/IBID/product-development-assistance>

<http://www.ndsu.edu/ime/>

http://www.imrtest.com/what_we_do/product-testing-services/

Related to that are, **ISO certifications**, perhaps try (not really in reach for a micro business)

<http://webstore.ansi.org/SdoInfo.aspx?sdoid=39>

http://en.wikipedia.org/wiki/ISO_9000

http://www.imrtest.com/what_we_do/machine_shop_services/index.html

http://www.imrtest.com/how_can_we_help/get_a_quote.html

Product Liability Attorney This again may depend on your location since one may want to go with a local office. Examples:

<http://www.ndakotalaw.com/PracticeAreas/Product-Liability.asp>

http://www.northdakotapersonalinjurylawyers.com/dangerous_defective_products.html

<http://www.lawyers.com/Products-Liability/North-Dakota/All-Cities/law-firms.html?N=0&r=0&sort=0>

PayPal Simple shopping cart system hosted by eBay. For opening an account go to www.PayPal.com

Spry/AJAX Used for interactive features in web site designs such as a drop down menu.

Shopping carts From simple “add a button systems” for purchasing a single item (www.PayPal.com or www.Checkout.google.com) to complete shopping carts (www.Smallbusiness.yahoo.com/ecommerce or

www.1shoppingcart.com) and high end professional designs (www.WebAssist.com or www.cartweaver.com). See also www.1shoppingcart.com

UPC barcode Most people are familiar with ISBN # on books. Kind of similar thing for technical / engineering type products are UPC barcodes (in the U.S.). This would not bother us, I guess, but one need those to sell certain products at e.g. Amazon. UPC is short for “Universal Product Code”, in Europe they call it EAN (International Article Number). These barcodes are often required to sell products via retail stores. This applies to technical/engineering type products (but not to books and postcards - Yeah). I have seen prices up to \$90/piece for UPC codes. One can get those also for \$1.99/piece. Perhaps look at the following sites on your own risk; one needs authentic codes which are also accepted:

<http://www.cheap-upc-barcode.com/> | in 2012 \$20 for 10 codes

<http://www.officialeancode.com/barcode-north-america.html#03>

<http://www.quickupc.com/order-barcodes/>

<http://www.nationwidebarcode.com> | in 2012: for one \$8.95 and for 10 codes. \$69.00

<http://www.gs1.org/barcodes> | GS1 standards for barcodes, Global Standards

One can get barcodes also for books from <http://www.bowker.com/>, but they are not really required in that case, unless you go through big retail stores.

Trademarks, copyrights, patents All of these, besides registered copyrights, are insanely expensive and out of reach for a micro business, in my opinion. I was once involved with a **patent** filing through my day-time employer. You would not like to do this on your own and pay for it alone ... Small high-tech businesses apparently use the strategy to only file the patent which costs only a few hundred dollars (\$250 in 2012) if you are able to write the patent by yourself. Then they try finding investors to actually pay for the patent which costs several thousand dollars, as far as I know. One can apparently keep a patent application pending for two years or so, i.e., two years to market and/or pre-license the patent before the really large costs come up.

More realistic are **registered copyright** – poor man’s patent. For copyright registration go to www.loc.gov/copyright See also <http://www.copyright.gov/> The following can be protected by a registered copyright “original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture”, citing the FAQ section at <http://www.copyright.gov/>. The fee amounts to \$30-\$50 (in 2012). Processing time amounts to about three months. In the meanwhile we (LatheCity) have registered copyrights for our books and some of the manuals. However, you do not need to wait for the certificate to publish your work. For **trademark registration** e.g. the name of your company go to <http://www.uspto.gov/>.

Webdesign software Dreaweaver, FrontPage, ...

Web browser Programms to access the web such as Internet Explorer, Firefox, Mozilla, Safari, etc. Often available as free software. Try out e.g.:

www.mozilla.com/firefox

Wizard That’s a software tool assisting you to set e.g. parameters following a tree like menu structure. For example, instead of typing directly HTML code, a wizard is often integrated in HTML editors which allow one to generate HTML code without detailed knowledge about this computer language.

XHTML newer and stricter standard of HTML.

Zip code locator <http://zip4.usps.com/zip4/welcome.jsp> required for some business registration forms. You need the full 5 by 4 zip code.