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**Creating a Website for Marketing:**

The first thing you will need to do is purchase a domain name from a variety of online resellers. You can pay anything from \$9 to \$35 a year to own this name. I suggest using an inexpensive and experienced place to purchase your domain name. GODADDY.COM is a good place to start. You can check availability at the same time. (You will need a credit card to do most of your setup online.) I have had good experiences with PLANETNET.COM. You can buy the name from one site and have another company host it. Do some research before you commit (changing your host is not always easy). Ask ten people and you will get ten pages of advice. Hosting fees can run from \$6 to hundreds of dollars a month depending on how much content you want to store on their server and what extras you may need like a "shopping cart", etc. Next, find some one you trust to design and maintain your website. You can do this yourself from your own computer or hire some one to do it for you. There are a few good programs that will do the job. MS FrontPage is good but DreamWeaver is better. Check the library for basic books for more detailed information. Now all you have to do is direct the world to your website. Piece of cake.

**Outlook and Outlook Express:**

Both Outlook and Outlook Express handle the basics of Internet mail, including an address book, message rules, user-created folders, and support for POP3, IMAP, and HTTP mail accounts. Outlook Express is a basic Internet mail program that is part of Internet Explorer and Windows. Outlook is a full-featured personal information manager that is available as a part of Microsoft Office and also as a stand-alone program. But Outlook has a host of features that Outlook Express does not have, such as a calendar, a task list, a journal and automatic backup into archive files. The address book in Outlook is a very sophisticated contact management system unlike the simple address book used by Outlook Express. Outlook is highly interoperable and so it can be used in combination with Word, for example, to perform mail-merge in e-mail or to automate outgoing mail messages. Outlook Express does not interact with other programs in this way except for creating a new mail message when a program requests it. Outlook also has a very powerful Junk Mail feature which has received high praise and is envied just as highly by many Outlook Express users. In a similar vein, Outlook has message rules for both incoming and outgoing mail, while Outlook Express can only filter incoming. Outlook rules also offer a much wider range of actions than do rules in Outlook Express. Outlook Express is free. Outlook is not.

**Next issue:** Changing your mouse options

*Janis Weber, owner of Ohio Computer Training, is a personal computer instructor. E-mail any specific questions or comments to [jwpctutor@gmail.com](mailto:jwpctutor@gmail.com) or contact her for on-site assistance at 419-885-4255.*