

ADVERTISEMENT ON THE INTERNET
USING WEBPAGES

BY

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PGD/MCS/ 99/2000/889

DEPARTMENT OF MATHEMATICS AND COMPUTER
SCIENCE FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA

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**A PROJECT SUBMITTED TO THE
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APPROVAL PAGE

This project work has been read and approved by the undersigned as meeting the requirements for the award of Postgraduate Diploma in Computer science, Federal University of Technology, Minna, Niger State. Nigeria.

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DATE

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DEDICATION

This project is dedicated to all those who contributed in the actualization
of this course.

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I give thanks to the Almighty Allah (Alhamdulillah) for his infinite mercy and guidance from the day I was born till date.

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ABSTRACT

To most people, the Internet is one of the fastest ways of exchanging mail (e-mail) and information. It is a major break through in technology. The fact is that the internet has advanced beyond just a means of sending mails, it can be used to relay recent news on events happening around the world, advertise goods and services with additional facilities which enable a user to order and pay for such goods (E-commerce) and provide access to a large volume of information stored in university libraries and government departments world wide.

This project is to show how the advertisement is carried out on the Internet using the World Wide Web (WWW) or websites, which are collections of Web Pages. A simple web page design is carried out in the course of this project.

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CHAPTER ONE

INTRODUCTION TO ADVERTISEMENT ON INTERNET

1.1: INTRODUCTION:

Advertising is a collective term for public announcements that promote the sale of specific commodities or services.

Advertising techniques ranges from the publishing of simple straightforward notices in the classified - advertising columns on newspapers to board, concerted on newspapers, magazine-, Internet and other communication media.

The most recent medium of advertising is the use of Internet. The Internet is a matrix of networks that connects computers around the world. It is any inter connection of computer network especially a global inter-connection of government, education and business computer networks available to the public.

A computer network is a set of computer programs and physical connections linking computers. Network users share files, printers and other resources; send electronic messages (E-mails) and run programs on other computers.

The use of the Internet to advertise is because, for any information or resource to be a part of the Internet, it must be available to the rest of the Internet users on a more or less continual basis. Thus any Internet resource must be quickly available on demand.

Advertising on the Internet is done using the World Wide Web (www). This is a collection of files called websites or Web pages, identified by uniform resources locators (URLs). A computer program called browsers is used to retrieve these files.

The Internet users may view and interact with a variety of information including magazine archives, public and university library resource, current world and business news and computer program. The ability to access a large volume of free information, send electronic mail (E-mail) and making business transactions (E-commerce) on the Internet makes it a very good medium of advertising.

All the information about a product or an organization can easily be made available on the websites or Web pages (world wide web) and made accessible to interested user. It has the advantage of displaying an interactive advertisement, which provides users with an immediate answer to all enquiries on the product and with the opportunities to place an order for the product or product catalogue through a request form on the web page, which other media of advertisement cannot provide. The increasing numbers of available computers and telecommunication facilities, couple with the unlimited information on the internet, has made it the best means of acquiring free information right on your desk top.

1.2 PROBLEM DEFINITION:

Advertising on the Internet in Nigeria is still new development and not a popular medium. This is because of the high cost of owning a computer and acquiring Internet facilities. Therefore, most advertisements are carried out on the pages of newspapers, radio and television, which are easily available to the public. But with adequate publicity on the advantages of using the Internet as a medium of advertising will improve its patronage.

In the course of carrying out this work, it was discovered that there are few books available on the topic, most of the source of information are on the Internet considering an environment where computers with Internet facilities are not readily available, it is difficult to get all the information required on this topic. Although there are information on CD ROMS (compact Disc - Read Only Memories) that are very useful.

The company used in the design of the web pages is un-registered and non-existence, making it illegal to advertise such company on the Internet where the advertisement can be viewed directly. The high cost of getting such services from an Internet service provider (ISP) is also a limitation. However, it is possible to view the advertisement in its actual form on the windows explorers.

1.3 OBJECTIVE OF THE STUDY

To carry out an advertisement on the Internet, it is very necessary to create a web site or web page (www) before registering with an Internet service provider (ISP).

Creating this Web page has always been restricted to professional information technology experts, because people are un-aware of the facts that anybody can create his/her own web pages using readily available application software. The main objective of this work is to show how a simple web page can be designed using one of the available application software without the need to carryout an in-depth study of the Internet programming language. The work will also state some of the advantages of using Internet as a medium of advertisement.

1.4 THE SCOPE OF THE PROJECT

This study does not intend to carryout research into the different technique used in advertising and the general impact of advertisement on product sales, and the public. The author does not deem it necessary to carryout an in-depth study into the programming language on which the application software is being run.

This work is limited to the relevant application software, out of which the most flexible and easy to use software was selected and applied in the design of the Web pages.

1.5 DEFINITION OF TERMS

Here are a few definitions of terms used in this work and to help in using the Internet

- (1) **Internet:** this is a matrix of networks that connects computers around the world. It is an abbreviation of inter-network (networks of networks).
- (2) **World wide web (www):**- this the portion of the global Internet that uses hypertext links to connect Web pages and resources in a way that let you reach any page from other page. It is a collection of web pages.
- (3) **Websites or Web pages:**- these are basic documents of the world wide Web pages can either be part of a web or they can stand alone. Website is a collection of web pages.
- (4) **URL:**- an abbreviation for uniform resource locators. It is an Internet address of a site, a document or a page. It identifies the full path of a document, graphic or other file on the Internet.
- (5) **File:**- a collection of related data or program records.
- (6) **Resource:**- any part of a computer system or network such as disk drive, printer, memory etc. that can be used by more than one program or in more than one place in a program.
- (7) **HTML:**- an abbreviation for hypertext markup language. This is the standard computer language for document on the World Wide Web. (WWW).
- (8) **HYPertext:**- the portion of a text on which you can click with your mouse to access other parts or other pages.

- (9) **PROGRAMMING LANGUAGE:-** any of many sets of verbal and numeric command and definitions created by computer programmers to pass an instruction to a computer.
- (10) **HOME PAGE:-** the first page on screen when entering a website.
- (11) **E-MAIL:-** messages sent and received electronically via telecommunication links between computers or terminals, it is an abbreviation for electronic mail.
- (12) **E-COMMERCE:-** this is the use of the Internet to transact business; like placing order for a product using the Web pages.
- (13) **HTTP:-** an abbreviation for hypertext transfer protocol. The Internet protocol used by world wide web browser and servers to exchange information.
- (14) **HYPERLINK:-** this is a connection from one part to another destination (pages) or a different location on the same page.
- (15) **BROWSERS:-** a program that access and display files available on the world wide web.
- (16) **DOWN LOADING:-** to transfer data from the web into a personal computer or diskette.
- (17) **DESKTOP:-** computer screen display format designed to organize a user's work specially and conceptually in the same way as the arrangement of a desk surface.
- (18) **USERS:-** refers to people who uses the computer.

(19) **NEWSGROUPS:-** these are essentially a specialized form of e-mail facility where messages can be posted and viewed by anyone who is "joined" to the newsgroup, rather than being restricted to a specified recipient as with e-mail. Thus members of a newsgroup can share and discuss information concerning a particular subject that the newsgroup is concerned with.

(20) **MODEM:-** An abbreviation of Modulator/Demodulator. Device enabling a computer to transmit data via telephone line.

(21) **DOMAIN NAME:-** An address of a network connection in the format that identifies the owner of that address in a hierarchical format:

server. Organisation.type; example, www.cbm.com.

CHAPTER TWO

LITERATURE REVIEW

2.1 HISTORICAL BACKGROUND OF THE INTERNET

The internet has its beginning in a "node" installed at the university of California, Los Angeles, By Bolt Beranek and Newman (later BBN Corp.) in response to a U.S.A defense Department order that a dispersal and decentralized communication network be setup that cannot wiped completely by a nuclear attack. Three other universities are soon linked to the one at university of California, Los Angeles (UCLA). International link will follow and by 1975 there will be about 100 such modes connecting research centers and government facilities worldwide.

In 1985, the National science foundation (NSF) of U.S.A. creates a network that Links University super computer centers, connecting regional networks of other academic and research sites in a new Internet.

The Internet created by the National Science Foundation in 1985 replaces the military network begun in 1969. A private company " America Online" will manage the NSF's Internet and other commercial Internet services begin to start up as companies see new uses for a network that links computers.

The World Wide Web invented by British Scientist Tim Berners-Lee allows researchers to exchange images as well as messages via the Internet. The super computer laboratory at the university of Illinois, whose programmers include undergraduate marc Andreessen design Mosaic "point

and click" software for browsing the web. Andreessen team up with silicon graphics founder Jim Clark to found Mosaic communications, which was renamed Netscape in 1995. In 1996 the Internet will be a collection of more than 100,000 individual computer networks owned by governments, universities, non profit groups and companies. All adhering to the same technical standard.

2.2 OVERVIEW OF THE INTERNET

Internet interconnects more than 25 million computers in over 180 countries. It is formed by connecting networks through computers known as gateways via telephone lines, optical fibers and radio links. Information to be delivered is tagged with electronic address of its destination computer, leaves its home network through a gateway, and passes from gateway to gateway until reaching its goals. Internets have no single computer directing the flow of information.

Internet services include operating a computer from a remote location and transferring files between computers. The newest and most important Internet service is hypertext transfer protocol (http), which can read and interpret files containing pictures, sounds and video. Http is the basis for the World Wide Web (WWW).

2.3 WORLD WIDE WEB (WWW)

WWW is the portion of the global Internet that uses hypertext links to connect pages and resources in a way that lets you reach any page from any other page; as defined by the Microsoft developer network library.

The www can be said to be a system of computers and files by which users may view and interact with a variety of information including product advertisement and business news, stored all over the world. The www is organised so that users can move easily between documents called web pages. Users generally navigate the www using an application known as a browser, which present text, images, sound or other programs.

Web pages contain links leading a user directly to other pages, using an address called uniform resource locators (URLs). Because web pages are written using standardised Hypertext mark up language (HTML), they can be interpreted by any browser program and the web has grown immensely since it creation.

2.4 WEB PAGES AND WEBSITES

Web pages are the basic documents of the world wide web and are written in hypertext markup languages (HTML) using an American standard code for information interchange (ASCII) a coding scheme that assigns numeric values to letters, numbers, punctuation marks and other characters since every computer can understand the ASCII code. HTML provides the

foundation for a WebPages the foundation for a WebPages designing language that every computer can understand.

The Web pages make up the Website of the company or product to be advertised are remotely located on a "web server," these files are constructed according to a standard that allows any web "browser" to be able to interpret the contents of the pages, so that the information contained within is presented by web page coding.

The information contained can be simple text with images, or include multimedia content such as animations, video clips and sound clips. It can effectively be an interactive program that responds to users input. This is the ideal. However in practice the standard are constantly in development and so a web page made for today's "standard" may not be best presented by an older browser.

The first page on the screen when you visit a websites is called the Home page. It provides initial information about the websites or product and it links all other pages contained in the website. The links are contained within the text images or other elements of the web pages and effectively direct the WebPages. This page is addressed using a standard addressing system so that the appropriate page can be located and loaded.

The standard addressing systems means that the files to load can be located on any web server, literally anywhere in the world. Thus a single website can span a number of different "server" sites across the world.

The ability of a web page to contain links means that it is possible to build vast hierarchies of web pages, linking relevant pieces of information together.

2.5 UNIFORM RESOURCE LOCATORS (URLs)

The process of browsing the web is a matter of using URLs. Every web page on the Internet has an address in form of URL. The Home page serves as the starting point for navigating around the rest of the Website, thus you need to know the URL of the website's home page in order to make the best use of the site. It is perfectly possible to gain access to any part of a website if you happen to know the URL for a particular page, but in general terms you will find that "Beginning at the beginning" of a website is the best way of navigating around a particular site. A "URL" is more commonly known as a "website address" and will often take the form;

"http://www.name.type.location" with each part of the URL being separated by a full stop or the spoken "dot".

The "http:" part of a URL is a command to indicate that the communication process involves "hypertext transfer protocol" on many browsers, it is not necessary to include this as the browser will assume that "http" is being used.

Other similar commands include ftp:/" which will create a file transfer protocol" connection for transferring files and telnet:/" that will create a telnet' session allowing a kind of screen and key board control of a remote computer.

The "WWW" part of the URL simply indicates that the required resources is a web site, and is nearly always needed. The rest part of the URL is the addressing part.

The "name" part is that: a name that is given to the website. The "type" part will normally indicate the type of website – for example "co" for company "org" for organization, "gov" for government and "edu" for education etc.

The location part of the URL indicates the country that the country that the website is derived from, for example "uk" for United Kingdom, "au" for Australia "ng" for Nigeria and "sg" for Singapore etc.

Shorter forms of the URL are also used, most commonly the "www.companyname.com" form for large companies and the "www.name.net" form for what is known as "virtual domain" used many to advertise a company and its products and services.

2.6 INTERNET SERVICE PROVIDER (ISP)

The ISP can be referred to as a company that sells computer access to the Internet, it is also defined in the computer/internet dictionary as a business that supplies Internet connectively services to individuals, businesses, and other organizations. Some ISPs are large National or Multinational

corporations that offer access in many locations while others are limited to a single city or region.

A user buys a subscription to a service provider, which gives the user an identifying username and password and a phone number. With his or her computer and modem, the user calls, connects to and log on (command enter by a user of a computer to gain access to the internet – password) to the service provider's computer. The user's computer than let the services provider's computer takes over acting like a dumb terminal. In general term the casual user does not actually become a permanent part of the Internet, but merely "dial-in" to the Internet on temporary basis".

The casual user therefore needs to be able to access an Internet "access point" as required. The Internet services provider (ISP) provides this access point through a local public phone or an integrated services digital network (ISDN)(that is telephone lines and services that carries digital signal at significantly higher speed than traditionally analog phone lines). Those that provide more permanent links will effectively allow the end user to become a true part of the Internet, and to provide Internet services.

There are basically two types: those that provide a variety of purely Internet based services known as; the Internet access providers and those that provide other information services called the Content providers.

2.6.1 *Internet Access Provider*

Most ISPs will provide a dial-up link via a publicly available telecommunication services. Some of the services offered by the Internet access providers are:-

a. **E-mail services:-** Most ISPs will provide an e-mail service. An "e-mail server" at the ISP will provide e-mail and collection capabilities, similar in effect to that provide by a normal mail post box. When you register with an ISP, an e-mail "account" is setup on the mail server. You will then be able to send e-mail via the ISP using suitable e-mail 'client' software on your PC. Any e-mail that is sent to your e-mail address(es) is collected by the mail server at the ISP, for delivery to you when you are ready.

ISPs will normally provide you with one or more e-mail addresses, depending on the type of account that you select. Many will restrict the number of e-mail addresses that you can use while a few allow an unlimited number of e-mail addresses.

b. **Newsgroups:-** Most ISP's will also be able to supply access to newsgroups. As some of the many different areas covered by the thousand of available Newsgroup may be considered of an "undesirable" nature, some ISP's will block access to these whilst others allow unlimited access to all available newsgroups are made available to the user via a "Newsgroup server" at the ISP.

- c. **Free Web Space:-** Hard disk space on ISP's web server to host your own web site. For a typical small business site, more than 1MB is really necessary, unless you plan to provide highly detail product support information, advertisement or possibly "E-commerce" facilities.
- d. **Websites Statistics:-** The ability to supply various types of website statistics (e.g. to show how many users "hit" your website has generated).
- e. **Domain Name Registration Services:-** registering a unique domain name for your organization's web site. This will reduce a potentially complex website addresses (e.g. wwwserver. company name/welcome .htm) to one that your customer will remember more easily (e.g. www.mycompany.com).
- f. **E-mail forwarding:-** This would usually be used in conjunction with a unique domain name and allows e-mail sent to a web site address to be redirected or " forward to a specified e-mail account. For example, e-mail sent from a web page link to support a www. Company.com could be forwarded to "jbloggs@www.company.com" a member of the technical support team.
- g. **CGI Scripting:-** The "Common Gateway Interface" language is a means of allowing information to be collected from a website user, and then some operation using this information. An example might be a form on your website that invites potential customers to request information leaflets through the post by inputting their contact details into an e-mail and sent it to you, as well as returning to a dynamic web page to the user's browser informing them that the operation has been successfully complete.

h. Fax E-mail Services:- The ability to convert e-mail into a fax transmission. This can save considerably on international fax transmission costs by providing the same capability at the cost of a local call.

i. E-commerce Services - The ability to securely handle cash transactions for the Internet. This would certainly be useful to those wishing to use the Internet to take direct credit card payments for products ordered from a website.

2.6.2. Content Providers

Internet access is also now frequently available through what would otherwise be suppliers of information services.

Before the Internet became so widely available, several companies set up publicly available computerised information services. By subscribing to these services, users are able to access a wide range of predefined information services from their computer via modem connection, and using a company specific 'browser' package.

Since the advent of the Internet, these companies now often supply the basic Internet services such as e-mail, and web browsing, alongside their own "content" services. Cost for these services tend to be higher than for a straight forward internet access account, and in some cases the development of the proprietary "browser" tends to lag behind in the race to implement the latest browser standards.

2.7 CHOOSING AN ISP

Choosing the right ISP for your needs depends to a large extent upon your specific requirement especially if you need specialised services like ISDN access or CGI scripting capabilities, which are needed for fast access, hosting a website for advertisements and information services.

For a straightforward modem dial-up account with the basic Internet services, there are many competing suppliers in the marketing place. The following are some points to bear in mind to help you choose between them.

The first consideration is determined by the ratio of available lines into the ISP divided by the number of potential users. When you attempt to dial into an ISP for an Internet connection, you are likely to be competing with other users, especially at busy times of the day. The chances of you getting a free line will be determined by the lines/users ratio. Many ISPs will tell you what this ratio is. A low ratio (e.g. 5:1) will mean that you will obtain a line almost every time or a higher ratio may mean that you may get a number "unobtainable" tone on occasion, and will need to redial in order to establish a connection.

The speed at which the lines operate once connected is not always simply a matter of the speed of your modem. At peak times, or whenever there is a heavy demand, the data rate available to each connected user is regulated, thereby apparently slowing down your connection. The need to do this will in part be determined by the "trunk" data rate available to the ISP (i.e. the kind of telecommunication connection that the ISP has to the rest of the

Internet). Thus the ISPs with the longer trunk connections will be able to provide the maximum data speeds to their users more of the time.

2.8 WEB BROWSERS

A Client application that enables a user to view documents from the internet or HTML documents, follow the hyperlinks among them, transfer files and execute some programs. Typically these documents are on a world wide web, so the web browser needs an Internet connection to access them. However, the web browser can also display HTML document present on the users computer or on a network to which the users has access. Older web browsers such as "links" show only the text element of an HTML documents but most web browsers will also display graphics. In addition most current web browsers permit users to send and receive e-mail, read newsgroups, view advertisements, play audio and video files, download files and execute small programs, such as Java applets or active components that can be embedded in HTML document.

There are lots of browsing software or programs available such as internet explorers, Netscape Navigator, active x controls, helpers program hyperlink, Java applet, lynx, mosaic, and plug-in.

2.9 HYPERTEXT MARKUP LANGUAGE (HTML)

HTML provides the foundation for a web page designing language that every computer can understand. In an attempt to make familiar web pages, new standards for HTML appear regularly along with the variations of HTML with odd acronyms, such as DHTML (Dynamic Hypertext Markup language). Although the new version of the HTML standard offers more features, not all computers and browsers support all HTML versions. But as long as you stick to standard HTML codes, any computer can view your web pages.

HTML code defines the way that text and graphics appear in a browser. A web page actually consists of HTML code stored in an ASCII file, usually with the .HTM or .HTML file extension. HTML code consist of something called tags, which appear in pairs, where the first tags defines the start of something and the second tag defines the end of something such as defining italic text or a heading.

Useful HTML Tags and Their Attributes

Body Tag and Attributes

<u><BODY>...</BODY></u>	Contains the viewed portion of the document
<BODY bgcolor="color">	Sets the color of the background in hexadecimal code
	Sets an image as a page's

<code><BODY background="filename.xxx"></code>	background (wallpaper)
<code><BODY text="color"></code>	Specifies the color of normal text in hexadecimal code
<code><BODY link="color"></code>	Specifies the default color of unvisited links in hexadecimal code
<code><BODY alink="color"></code>	Specifies the color of links on click in hexadecimal code
<code><BODY vlink="color"></code>	Specifies the color of followed links in hexadecimal code

Font Tag and Attributes

<u><code>...</code></u>	Changes font attributes for text within the tags
<code>...</code>	Sets the font to a size from 1 to 7, with 1 the smallest and 7 the largest
<code>...</code>	Sets the font face
<code>...</code>	Sets the font color using hexadecimal code

Image Tag and Attributes

<u><code></code></u>	Embeds an image in the document at the location of the tag
<code></code>	Adds an image with a text description
<code><IMG src="url" alt="text"</code>	Aligns an image to the left, right,

<code>align="direction"></code>	center, bottom, or top
<code></code>	Sets the size of the border around an image
<code></code>	Sets the height of an image
<code></code>	Sets the width of an image
<code></code>	Sets a horizontal margin to be placed around an image
<code></code>	Sets a vertical margin to be placed around an image
<code></code>	Designates an image as a client-side image map

Anchor Tag and Attributes

<code><u><A>...</u></code>	Designates the origin and destination of a hyperlink
<code>...</code>	Creates a hyperlink
<code>...</code>	Links to a target location in the current page
<code>...</code>	Links to a target location in a page outside your site
<code>...</code>	Sets a target location within a

<code>...</code>	document Creates a mailto link
Optional Attributes:	
<code>...</code>	Specifies where the linked-to document is to be placed
<code>...</code>	Sets up a relationship between the linked-to document and the current page
<code>...</code>	Sets up a reverse relationship between the current page and the linked-to document

Table Tags and Attributes

<code><TABLE>...</TABLE></code>	Generates a table
<code><TABLE border="pixels"></code>	Sets the size of cell borders
<code><TABLE cellspacing="pixels"></code>	Sets the amount of space between cells
<code><TABLE cellpadding="pixels"></code>	Sets the amount of space between a border and cell content
<code><TABLE height="pixels" or "%"></code>	Sets the height of a table
<code><TABLE width="pixels" or "%"></code>	Sets the width of a table
<code><TD>...</TD></code>	Defines a table data cell
<code><TD colspan="columns"></code>	Sets a cell to span columns

<code><TD rowspan="rows"></code>	Sets a cell to span rows
<code><TD nowrap></code>	Prevents the lines within a cell from wrapping
<code><TH>...</TH></code>	Defines a table header with bold, centered table data
<code><TR>...</TR></code>	Defines a table row
<code><TR align="?"></code> or <code><TD align="?"></code>	Aligns the contents of a row or cell to the left, right, or center
<code><TR valign="?"></code> or <code><TD valign="?"></code>	Sets the vertical alignment of a row or cell to the top, middle, or bottom

Frame Tags and Attributes

<u><code><FRAMESET>...</FRAMESET></code></u>	Specifies the layout of subsections in the main browser window
<code><FRAMESET rows="value,value"></code>	Defines the rows within a frameset
<code><FRAMESET cols="value,value"></code>	Defines the columns within a frameset
<code><NOFRAMES>...</NOFRAMES></code>	Provides alternate content for browsers that do not support frames
<u><code><FRAME src="?"></code></u>	Defines the appearance and content of a single frame
<code><FRAME name="name"></code>	Labels the frame for targeting by other frames
<code><FRAME marginwidth="#"></code>	Sets the margin width of a frame

<FRAME marginheight="#">	Sets the margin height of a frame
<FRAME scrolling="value">	Creates a frame scrollbar
<FRAME noresize>	Prevents the resizing of a frame
Form Tags and Attributes	
<u><FORM>...</FORM></u>	Generates a container for all form elements
<FORM action="url">	Designates the path of the script to process input from the form
<FORM method="get post">	Instructs the browser how to interact with the form URL
<FORM accept="media type">	Defines which MIME types are supported by the server processing the form
<FORM accept-charset="text">	Defines which character sets are supported by the server processing the form
<FORM enctype="media type">	Defines the format of the submitted data
<OPTION>	Defines each menu item
<SELECT name="NAME">...</SELECT>	Generates a pull-down menu
<INPUT type="checkbox">	Generates a check box

<code><INPUT type="hidden"></code>	Conceals a field from view
<code><INPUT type="image"></code>	Generates an image that acts like a Submit button
<code><INPUT type="password"></code>	Generates a one-line password box
<code><INPUT type="radio"></code>	Generates a radio button
<code><INPUT type="text"></code>	Generates a one-line text box
<code><INPUT type="submit"></code>	Generates a Submit button (send form)
<code><INPUT type="reset"></code>	Generates a Reset button (clear form)

CHAPTER THREE

SYSTEM ANALYSIS AND DESIGN

3.1 ANALYSIS OF EXISTING SYSTEM

To carry out advertisement on the Internet, there are options available to prospective clients (company wishing to advertise on the internet) provided by ISPs operators. These options are to enable you decide or how you want your web pages to be viewed or presented on the websites. They include; buying, leasing or building a website.

3.1.1 Buying

Buying a ready-made system or website that closely matches your specifications. This approach will give you a standardised set of advertisements or e-commerce features with a few additional business rules built in as a bonus (similar to options on a new car). If your business closely matches what the package offers, it is better to buy it. This will save you money and a good deal of time but you have to check if the package or website is lacking some of your prioritized features. This solution may be a good fit right now, but will likely become obsolete as more and more features become necessary later on in development. Trying to add these features may mean custom work and training in the software down the road. Therefore, it is necessary to budget for this development ahead of time if you are considering this option.

3.1.2 Leasing

This means renting a space at an E-commerce Access provider. These solutions are frequently inexpensive and include many common features. They are fast because the whole advert is administered through the web. You don't need to install any software; you just pick a look configure some settings and pour in your product information. Then you are ready to go on the web.

The disadvantage is that these services may not support the features or look and feel that you want. They can shield you from having to deal with the complexities of installation and configuring, but that is because they only offer a couple of ways to do these things that is great if there is a good match between what they provide and what you need, otherwise, you will end up frustrated and searching for a new solution before long.

3.1.3 Building

This refers to building the website from scratch to your specification. This approach will give you the exact solution you need but will require expertise, time and a sizeable budget to put it on. The advantage is that you can build the features and functions you need to be unique and competitive in the market special services, you will need to take this approach.

There are series of application software available to help you get these features but you can create an advert in almost any programming language.

3.2 ANALYSIS OF PROPOSED SYSTEM

The proposed system is selected from the existing options stated above, that is "building the website or web pages".

To create a web page, you use the HTML codes and store them in ASCII file which any computer can read. You can write HTML codes in any text editor such as the windows note pad or even the QBASIC editor. The codes must be saved in .HTM files extension, so that it can be loaded into your browser by choosing "File ⇒ Open".

HTML codes can look cryptic when crammed together, so using plenty of blank lines and spaces only makes the HTML code halfway readable, although the when a browser interprets the HTML code in to a Web Page, it ignores the blank lines or spaces making the HTML codes difficult to understand. However, there are web creation programs that can help create web pages quickly and easily.

Using dedicated web page creation program such as Microsoft FrontPage, you can type and draw your web page without using or understanding HTML codes. Other programs such as WordPerfect, Microsoft Power point, Quattro pro, Visual fax pro, Hot metal pro, and Microsoft access can also create web pages out of ordinary data, sparing you the complexities of writing and editing HTML codes.

The downside of using these dedicated web page creation program is that they are not always flexible if you want to modify your web page, a web page creation program may not always let you do it. But if you know HTML

3.4 PROGRAMMING LANGUAGE

The programming language used in designing the web pages is the Hypertext markup language (HTML). Shown in the appendix is an edited version of HTML generated by the Microsoft FrontPage (software) in the course of carrying out the web page designs. It has to be edited from the source code, since the web pages creation program are not flexible to enable the web page look and act exactly as it is desired. Each page has its own codes. See appendix .

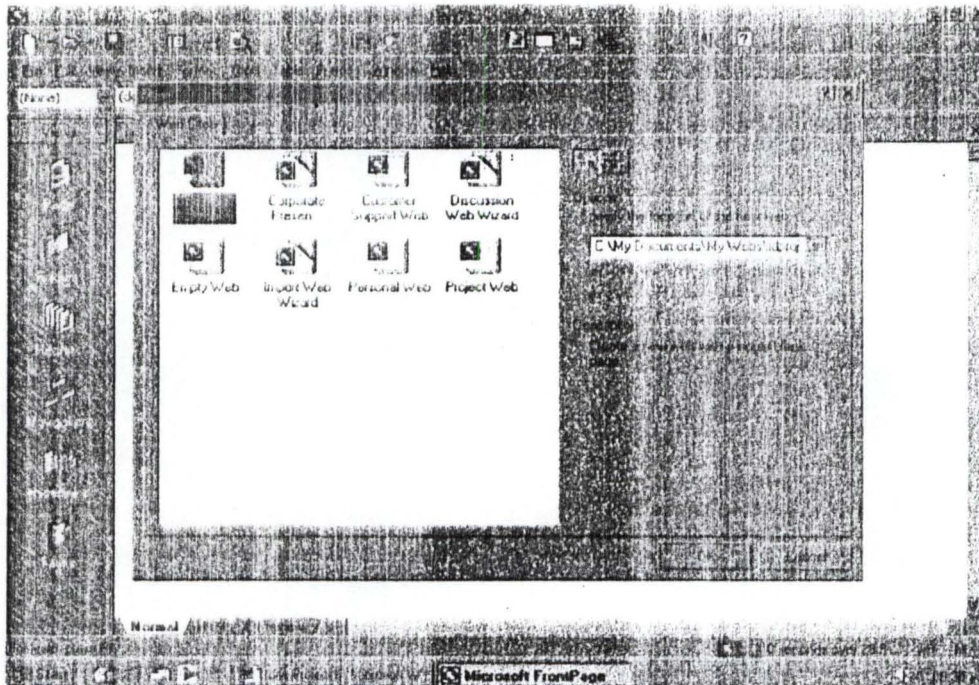
CHAPTER FOUR

SOFTWARE DEVELOPMENT, DOCUMENTATION AND IMPLEMENTATION

4.1 SOFTWARE DEVELOPMENT

The software used in the development of the website is the Microsoft FrontPage. To create the website the following steps were taken:

After booting the system, the Microsoft FrontPage was loaded through "Program" on clicking the start button. On the front page, click on "File", and activate the design wizard as shown below.



The "Corporate Presence wizard" was chosen from the available options on the display "New" and the file location where the web documents should be saved was specified (that is, C:/my document/Ildris /my web). "Ok" was clicked

The Corporate presence wizard was displayed to help create a presence of the company on the World Wide Web. It will ask a series of questions on the kind of information that should be presented. The answers to these questions will determine the kind of web the wizard will eventually create. To continue, at every stage of the website development you click "Next".

The web is built around the homepage and a few other main pages. The main pages have to be selected from available options. The Home (required automatically), product/services, table of contents and feedback pages were selected. "Next", Topics to appear on the "Home Page" were selected.

The numbers of product and services pages is typed into the dialogue box, Additional items to display for each product were selected. The type of information to be collect from readers is chosen (e.g. full name, address, E-mail address etc). It can be chosen if you want the feedback to be compatible with database and spread sheets programs or to use the web page format as used in this design.

The presentation is picked from a given option; that is to keep the list up- to date automatically and Items to appear at the top and button of each page (e.g. company logo, company name etc)

The name and address of the company used in the development of this web site is "CARDINAL BUSINESS MACHINE LIMITED".

Address: No L1, Sliver and Bronze Street, Kaktiri, Kaduna

One word version of the company name: C.B.M.

Telephone No: 062-236475

Fax No: 062 – 236475

Web master: WWW. CBM. COM

Address for general information CBM @ CBM. COM

Finally the web theme is selected to from available option to form the background of the page options.

After performing the procedures above the proposed website is loaded and ready to be edited to create the desired web pages on the website. To edit the individual web pages, all text information and pictures on the displayed web pages can be replaced from already store files on diskettes or in the computer system using the “copy” and “paste” or directly from the HTML source code.

The final result of the software development, after editing the original web pages created by the FrontPage is presented in the floppy disc that is attached to this project work. Meanwhile due to the large capacity of website, the file has to be compressed using a software known as “WinZip” to enable it enter a floppy disc. The various web pages that makes up the website are shown in the appendix.

4.2 DOCUMENTATION

The vital statistics of the websites is stated below:

- a. **Site Summary:-** This is an overview of the Websites Vital Statistics. It is a high-level inventory and diagnosis of the websites.

NAME	COUNT	SIZE	DESCRIPTION
All files	22	514 KB	All files in the currents web
Pictures	6	433KB	Pictures files in the web
Linked files	20	511KB	Files that can be reached by starting from home pages
Unlinked files	2	3KB	Files that cannot be reached by starting from the home page
Slow pages	2	428KB	Pages in the web exceeding an estimated download time of 30 seconds at 28.8 seconds
Hyperlinks	99		All hyperlinks in the web
Broken Hyperlinks	0		Hyperlinks pointing to unavailable target files
External Hyperlinks	5		Hyperlinks pointing to files outside the current web.
Internal Hyperlinks	94		Hyperlinks point to files within the web.

b. PROPERTIES OF THE WEB SITES

Type: Files folder

Size: 774KB (792,988 bytes)

Size on disk: 2.00MB (2,105,344bytes)

Contains: 390 Files, 18 folders.

Minimum Computer hardware required to access the website:

Pentium 1,100MHZ, 32MB RAM

4.3 IMPLEMENTATION

To implement this project, it has to be advertised on the World Wide Web. This was not actualized because of the constraint mentioned in the "Problem definition" in chapter one. However, the project can be viewed using windows explorer, as it will appear on the World Wide Web.

To advertise the website on the World Wide Web, there is a need to register a domain name and get two domain servers. Like <http://WWW.CBM.COM> and make sure that the name is not already taken by checking into the website; (<http://WWW.Websitez.Com>) where domain names are stored.

You can use your computer as a web server once your computer is connected to the Internet to host your website, just by using the right software. You can even run your own server on a regular dial-up account, although of course your page or files will only be accessible while you are on line. However, if you want serious web presence, you will need a permanent connection to a web server, preferably, you can get an Internet service provider to host your website or web pages.

Once you have published your web page and transferred it to your server, you will need to get people to visit your website. On a basic level, most people will visit your website by taking a link from another website or by typing in the URL. That means if other pages link to yours or people can find your address written somewhere. You will stand the chance of getting traffic. You can look around for sites of parallel interest to your own and send them Email suggesting reciprocal links. Most of them will oblige.

The best publicity machines of all, is the search engines and directories, design to locate your websites, and other similar website where users make enquiries on your kind of services: You will need to register with them. You can also generate some off-web interest. Announced your site in appropriate newsgroups and mailing lists.

You can also include your URL (address) on your stationery, business card, newspaper advert, and other regular advertising media.

CHAPTER FIVE

DISCUSSIONS

5.1 BENEFITS OF ADVERTISING ON THE INTERNET

There is no denying that the Internet is changing the way business is conducted today. This includes the way the products are bought and sold. Although it is a relatively new medium of advertising in Nigeria, it has a lot of advantages over other media. These advantages are:

- I. **Interactive advertising:-** It provides the advertiser with the opportunity of communicating with the user or viewer of the adverts. He can directly communicate and answer questions concerning his products. This enables him to improve on the product and services.
- II. **Volume of Information on the advert:-** A large volume of information can be contained on the website, like the company's profile, product history, list of reputable customers, distributors, sales outlet, etc which is not possible on other media use in advertising.
- III. **Cost effectiveness:-** Advertising on the Internet is relatively cheaper than other media, since the ISP is just providing the client with a hard disk space for rent. You don't have to pay for every time your advert is viewed and the advert is available 24 hours of the day.
- IV. **Commence facilities:-** You can transact direct business through your advert. This means that, a customer viewing your web page can place an order and pay for such order immediately while the product is sent to

his location later. That is, products can be sold and bought via the Internet.

- V. **Viewers statistics:-** The Internet can provide you with a facility that will enable you to know the accurate numbers of people viewing your advert and your responses. This facility is neither available on Television nor Newspapers and Radio.

5.2 RECOMMENDATION

In as much as Web page design and advertisement on the Internet is not as hard and difficult as may be assumed, it is very important to protect your websites, from computer hackers " i.e. users who will temper with your source code in order to avoid alteration of your web pages. This can be done by setting up, your security options to allow only appropriate access to the appropriate directories. That means things like making your web papers read-only, and your feedback forms write only.

The issue of security on the Internet websites is an entirely different area that can be under study.

5.3 CONCLUSION

Advertising on the Internet is the latest and the best medium advertising, it offers varieties of opportunities which cannot be found in order medium of advertisements, with the increasing numbers of available computers, Tele Communication Facilities, web creation and server software,

and options available on the internet, it will one day replaces the use of other media in advertisement because of the opportunity it offers to both advertisers and viewers.

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Computer Step, South Field Road, England.
3. Kennedy J. A. (1999): The Internet – Rough Guide.
Mac GrawHills, Publishers, England.
4. Wallace W. (1999): Beginning Programming for Dummies
IDG Books Worldwide, Inc.Foster City,
CA94404, U.S.A.

Internet Source (Website Addresses)

[Http://www.builder.cnet.com](http://www.builder.cnet.com)

[Http://www.Cnet.com/aboutnet](http://www.Cnet.com/aboutnet)

[Http://www.goggle.com](http://www.goggle.com)

[Http://hotwired.lycos.com/webmonkey](http://hotwired.lycos.com/webmonkey)

[Http://www.lab.net/advertise](http://www.lab.net/advertise)

CD ROMS

Microsoft developer Network Library

Microsoft Bookshelf (Internet directory, Computer dictionary, Encyclopedias,
Chronology, Almanac etc.)

Microsoft Office 2000

[Home](#)[Feedback](#)[Contents](#)

*GET A SHARP PHOTOCOPIER NOW!!!
FROM A CERTIFIED SHARP DEALER TODAY*

WELCOME TO OUR WEBSITE

GET ACQUITTED WITH OUR PRODUCTS AND SERVICES.

WE HOPE YOU WILL REQUIRE OUR SERVICES.

YOUR COMMENTS ARE WELCOME

OUR MISSION STATEMENT

TO SERVE OUR MOST VALUED CUSTOMERS WITH THE BEST SHARP

OFFICE EQUIPMENT AVAILABLE AND MAINTAIN SUCH EQUIPMENTS

AT THE MINIMUM COST POSSIBLE.

Company Profile

CARDINAL BUSINESS MACHINES LIMITED IS A CERTIFIED DEALER IN SHARP

PHOTOCOPIERS OF ALL CATEGORIES AND CLASS.

WE HAVE BEEN IN BUSINESS SINCE 1990.

WE ARE SPECIALIST IN SALES AND SERVICE OF SHARP PHOTOCOPIERS.

OUR CLIENTS INCLUDES BANKS AND CORPORATE ORGANISATIONS.

Contact Information

Telephone

234 062 236475

FAX

234 062 236475

Postal address

NO 1 BRONZE AND SILVER STREET KADUNA

Electronic mail

General Information:

Sales: BUY@CBM.COM.

Customer Support: SERVICES@CBM.COM.

Webmaster:

[Home] [News] [Products] [Services]

Send mail to [mailto:services@cbm.com](#) with questions or comments about this web site.

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Last modified: ٢٢ / ٠٦ / ٢٠٠١

[Home](#)[Feedback](#)[Contents](#)

GET A SHARP PHOTOCOPIER NOW!!!

FROM A CERTIFIED SHARP DEALER TODAY

SHARP COPIERS HAVE A RENOWNED REPUTATION OF SUPERIOR QUALITY AND PERFORMANCE OVER THE YEARS, INDUSTRY EXPERTS THROUGHOUT THE WORLD HAVE HONOURED SHARP WITH VARIOUS DISTINGUISHABLE AWARD; PRAISING SHARP'S COPIERS LINE FOR GREAT PERFORMANCE, CUSTOMER SATISFACTION AND EASE OF USE.

THREE CLASS OF COPIERS ARE ON DISPLAY IN THE PRODUCT PAGE BELOW:

PRODUCT 1. COPIERS/DUPLICATORS

BUILT FOR HEAVY-VOLUME TASKS. EXCELLENT FOR USE AS A CENTRAL OR SEMI-CENTRAL MACHINE IN COPY CENTRES OR CENTRAL REPRODUCTION DEPARTMENTS (CDR), OR AS SATELLITE MACHINE IN LARGE SCALE COMPANIES, LIBRARIES OR GOVERNMENT AND PUBLIC OFFICES.

PRODUCT 2. MIDDLE & HIGH CLASS COPIERS

FOR MEDIUM TO HIGH-VOLUME TASKS. GREAT FOR USE AS A SATELLITE MACHINE IN OFFICES, OR AS A DEPARTMENTAL COPIER IN LARGE-SCALE COMPANIES.

PRODUCT 3. BASIC CLASS COPIERS

FOR LOW-VOLUME TASK. IDEAL FOR USE AS A PRIMARY COPIER IN GENERAL OFFICES , OR AS A SATELLITE MACHINE IN SMALL BUSINESSES OR SOHO (SMALL OFFICE HOME OFFICE).

[Home] [Product 1] [Product 2] [Product 3]

Send mail to [] with questions or comments about this website.
Copyright © 2001 CARDINAL BUSINESS MACHINES LIMITED
Last modified: []

M CARDINAL BUSINESS MACHINES LIMITED

Home Up Feedback Contents

GET A SHARP PHOTOCOPIER NOW!!!
A CERTIFIED SHARP DEALER TODAY

Copier / Duplicators

52
CPM
52 copies min.

A3
Max Original size

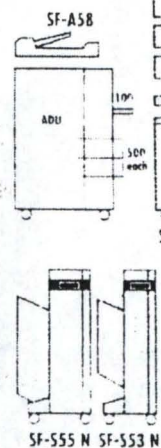
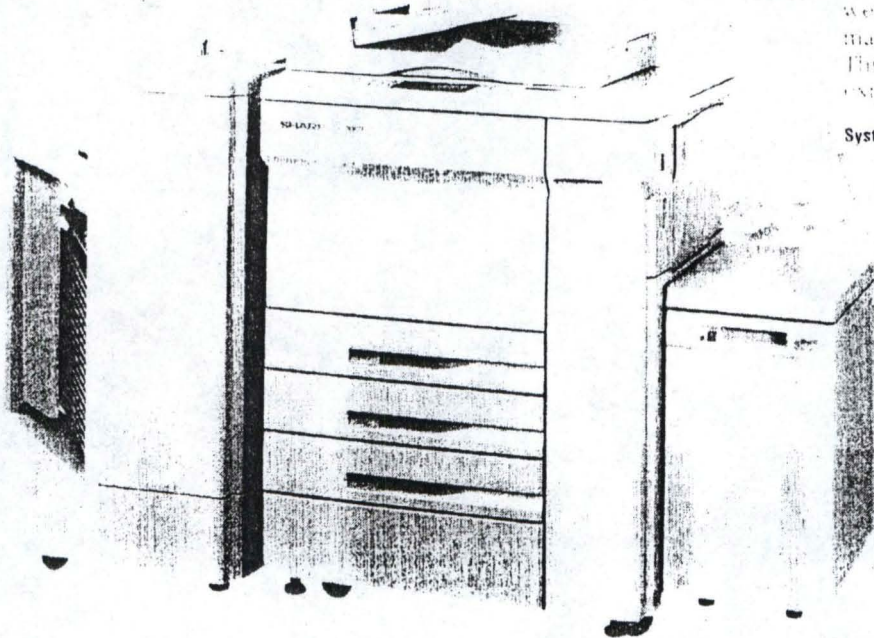
A3
Max Copy size

1,600
Paper capacity

SF-205

Combining the most advanced features with advanced technological benefits, SF-205 is one of the best priced and the most reliable machines available. The machine gives you unexpected satisfaction.

System Configuration



60
CPM
60 copies min.

A3
Max Original size

A3
Max Copy size

3,350
Paper capacity

SD-226

The powerful and reliable SD-226 brings the latest state-of-the-art reproduction technology to the office and environment.

System Configuration



PRICE FOR SF-2052:#800,000:00

PRICE FOR SD-2260:#1.5 MILLIO

Information Request Form

Select the items that apply, and then let us know how to contact you.

- Send product literature
- Send company literature
- Have a salesperson contact me

Name

Title

Company

Address

E-mail

Phone



[Home] [٥٥]

Send mail to _____ with questions or comments about this web site.

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Last modified: ١٩٠٢٢٠١ حمادي الأوس

Middle & High-Class Copiers

25 CPM
 25 copies/min.

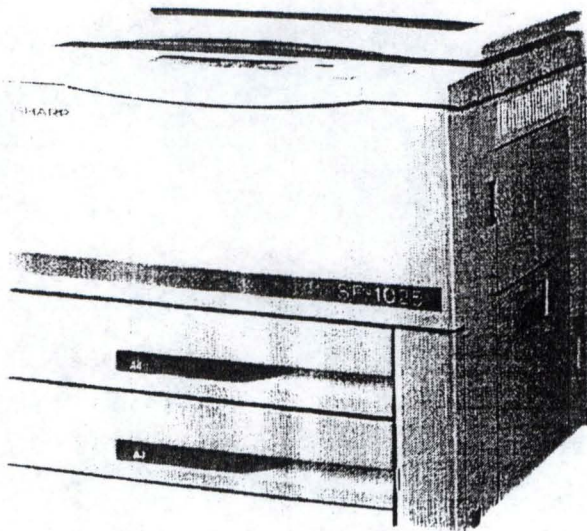
A3
 Max Original size

A3
 Max Copy size

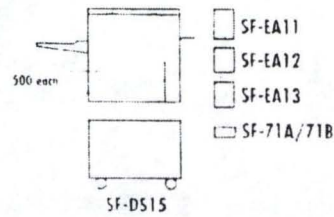
1,000
 Paper capacity

SF-1025

A versatile, all-around copier for office and professional use. A powerful tributor for any size of office. The SF-1025 has a large 500-sheet paper capacity and a wide range of options for handling all your office needs.



System Configuration



25 CPM
 25 copies/min.

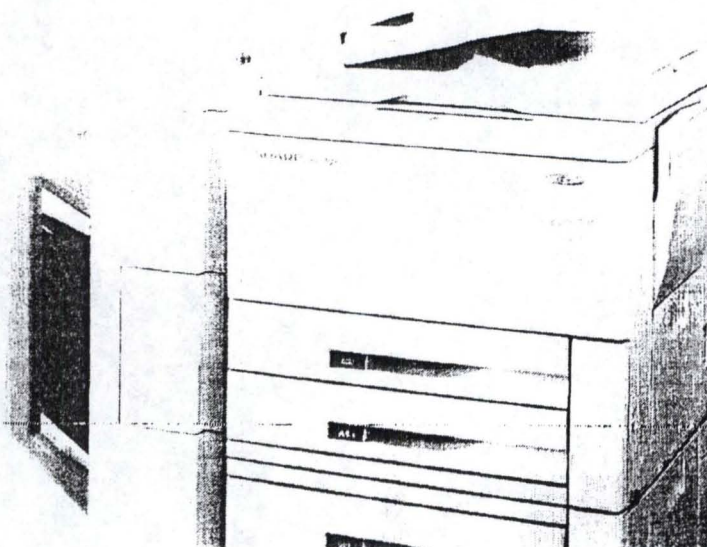
A3
 Max Original size

A3
 Max Copy size

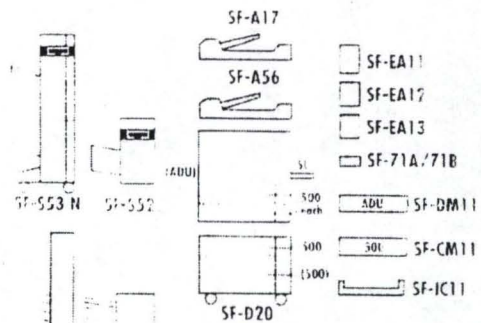
1,000
 Paper capacity

SF-2025

A versatile, all-around copier for office and professional use. A powerful tributor for any size of office. The SF-2025 has a large 500-sheet paper capacity and a wide range of options for handling all your office needs.



System Configuration



PRICE FOR SF-1025:#400,000:00

PRICE FOR SF-2025:#450,000:00

Information Request Form

Select the items that apply, and then let us know how to contact you.

- Send product literature
 Send company literature
 Have a salesperson contact me

Name

Title

Company

Address

E-mail

Phone



[Home] [[...](#)]

Send mail to [...](#) with questions or comments about this web site.

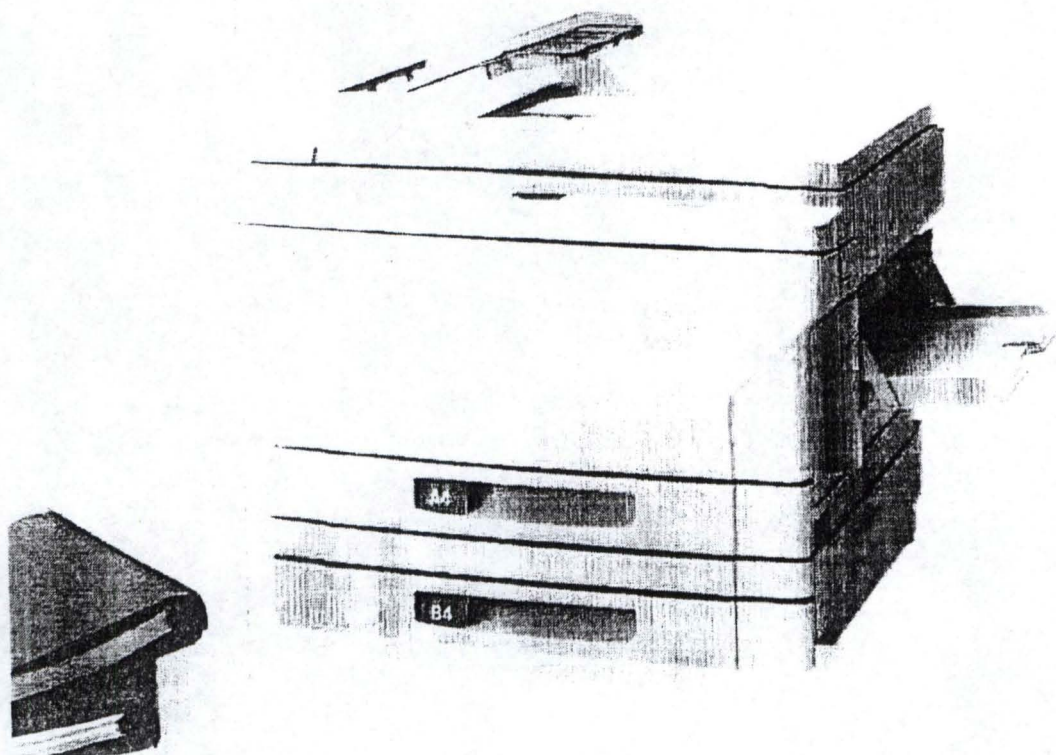
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Home Up Feedback Contents

GET A SHARP PHOTOCOPIER NOW!!!
FROM A CERTIFIED SHARP DEALER TODAY



SF-2214

DESIGNED FOR MAXIMUM
SMALL-OFFICE PRODUCTIVITY

PRICE: #150,000:00

Information Request Form

Select the items that apply, and then let us know how to contact you.

- Send product literature
- Send company literature
- Have a salesperson contact me

Name

Title

Company

Address

E-mail

Phone



[Home] [Up]

Send mail to _____ with questions or comments about this web site.
Copyright © 2001 CARDINAL BUSINESS MACHINES LIMITED
Last modified: _____

[Home](#)[Feedback](#)[Contact](#)

GET A SHARP PHOTOCOPIER NOW!!! FROM A CERTIFIED SHARP DEALER TODAY

OUR SERVICE DEPARTMENT IS MADE UP OF MORE THAN 100 TRAINED PROFESSIONALS TO ENSURE THAT WE KEEP YOUR BUSINESS MOVING

SERVICE 1: AFTER SALES SERVICE;

WE CARRYOUT FREE INSTALLATION OF THE EQUIPMENT AND ENSURE YOU GET A FREE MAINTENANCE SERVICE THROUGHOUT THE GUARANTEE PERIOD OF SIX MONTHS.

SERVICE 2: EQUIPMENT MAINTENANCE;

WE CARRYOUT MAINTENANCE AND REPAIR OF ALL SHARP EQUIPMENTS BASED ON A PRE-PAID AGREEMENT.

[Home](#)] [[Service 1](#)] [[Service 2](#)]

Send mail to [\[email address\]](#) with questions or comments about this web site.

Copyright © 2001 CARDINAL BUSINESS MACHINES LIMITED

Last modified: ١٩/٠٦/٢٠٠١ جمادى الثانية

HOMEPAGE

<html>

<head>

<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">

<meta http-equiv="Content-Language" content="en-us">

<title>Home</title>

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<meta name="ProgId" content="FrontPage.Editor.Document">

<meta name="Microsoft Theme" content="blends 111, default">

<meta name="Microsoft Border" content="tlb, default">

</head>

<body ><p><font face="Lucida Handwriting" size="6"

color="#000080"><i>WELCOME TO OUR

WEBSITE</i></p>

<p>GET ACQUITTED WITH OUR PRODUCTS AND SERVICES.</p>

<p>WE HOPE YOU WILL REQUIRE OUR SERVICES.</p>

<p>YOUR COMMENTS ARE WELCOME</p>

<hr align="center">

<h2><blink><u>OUR MISSION STATEMENT</u></blink></h2>

<p>TO SERVE OUR MOST VALUED CUSTOMERS WITH THE BEST

<i>SHARP</i> </p>

<p> OFFICE

EQUIPMENTS AVAILABLE AND MAINTAIN SUCH
EQUIPMENTS </p>

<p> AT THE MINIMUM COST POSSIBLE. </p>

<hr align="center">

<h2>Company Profile</h2>

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IN SHARP </p>

<p>PHOTOCOPIERS OF ALL CATEGORIES AND CLASS. </p>

<p> WE HAVE BEEN IN BUSINESS SINCE 1990. </p>

<p>WE ARE SPECIALIST IN SALES AND SERVICE OF SHARP
PHOTOCOPIERS. </p>

<p>OUR CLIENTS INCLUDES BANKS AND CORPORATE
ORGANISATIONS. </p>

<hr align="center">

<h2>Contact Information</h2>

<dl>

<dt>Telephone </dt>

<dd>234 <!--webbot bot="Substitution" s-variable="CompanyPhone" --

></dd>

<dt>FAX </dt>

<dd>234 <!--webbot bot="Substitution" s-variable="CompanyFAX" --

></dd>

<dt>Postal address </dt>

<dt>Electronic mail </dt>

<dd>General Information: <!--

webbot

bot="Substitution" s-variable="CompanyEmail" -->

Sales: BUY@CBM.COM.

Customer Support: SERVICES@CBM.COM.

Webmaster: <!--webbot

bot="Substitution" s-variable="CompanyWebmaster" --></dd>

</dl>

 </body>

</html>

PRODUCT PAGE

<html>

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<meta http-equiv="Content-Language" content="en-us">

<title>Home</title>

<meta name="GENERATOR" content="Microsoft FrontPage 4.0">

<meta name="ProgId" content="FrontPage.Editor.Document">

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</head>

<body ><p><font face="Lucida Handwriting" size="6"

color="#000080"><i>WELCOME TO OUR

WEBSITE</i></p>

<p>GET ACQUITTED WITH OUR PRODUCTS AND SERVICES.</p>

<p>WE HOPE YOU WILL REQUIRE OUR SERVICES.</p>

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<hr align="center">

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<dl>

<dt>Telephone </dt>

<dd>234 <!--webbot bot="Substitution" s-variable="CompanyPhone" --

></dd>

<dt>FAX </dt>

<dd>234 <!--webbot bot="Substitution" s-variable="CompanyFAX" --></dd>

<dt>Postal address </dt>

<dd><!--webbot bot="Substitution" s-variable="CompanyAddress" --></dd>

<dt>Electronic mail </dt>

<dd>General Information: <!--webbot

bot="Substitution" s-variable="CompanyEmail" -->

Sales: BUY@CBM.COM.

Customer Support: SERVICES@CBM.COM.

Webmaster: <!--webbot

bot="Substitution" s-variable="CompanyWebmaster" --></dd>

</dl>

 </body>

</html>

PRODUCT 1 COPIERS AND DUPLICATORS

<html>

<head>

<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">

<meta http-equiv="Content-Language" content="en-us">

<title>Home</title>

<meta name="GENERATOR" content="Microsoft FrontPage 4.0">

<meta name="ProgId" content="FrontPage.Editor.Document">

<meta name="Microsoft Theme" content="blends 111, default">

<meta name="Microsoft Border" content="t1b, default">

</head>

<body ><p><font face="Lucida Handwriting" size="6"

color="#000080"><i>WELCOME TO OUR

WEBSITE</i></p>

<p>GET ACQUITTED WITH OUR PRODUCTS AND SERVICES.</p>

<p>WE HOPE YOU WILL REQUIRE OUR SERVICES.</p>

<p>YOUR COMMENTS ARE WELCOME</p>

<hr align="center">

<h2><blink><u>OUR MISSION STATEMENT</u></blink></h2>

<p>TO SERVE OUR MOST VALUED CUSTOMERS WITH THE BEST

<i>SHARP</i> </p>

<p> OFFICE

EQUIPMENTS AVAILABLE AND MAINTAIN SUCH
EQUIPMENTS </p>

<p> AT THE MINIMUM COST POSSIBLE. </p>

<hr align="center">

<h2>Company Profile</h2>

<p>CARDINAL BUSINESS MACHINES LIMITED IS A CERTIFIED DEALER
IN SHARP </p>

<p>PHOTOCOPIERS OF ALL CATEGORIES AND CLASS. </p>

<p> WE HAVE BEEN IN BUSINESS SINCE 1990. </p>

<p>WE ARE SPECIALIST IN SALES AND SERVICE OF SHARP
PHOTOCOPIERS. </p>

<p>OUR CLIENTS INCLUDES BANKS AND CORPORATE ORG


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<form method="POST" action="--WEBBOT-SELF--" onSubmit="">
  <!--webbot bot="SaveResults" startspan u-file="_private/inforeq.htm"
  s-format="HTML/DL" b-label-fields="TRUE"
  s-builtin-fields="Date Time REMOTE_NAME" --><input TYPE="hidden"
NAME="VTI-GROUP" VALUE="0"><!--webbot
  bot="SaveResults" endspan -->
  <input type="HIDDEN" name="ProductOrService" value="CBM Product
2">
  <h3>Information Request Form</h3>
  <p>Select the items that apply, and then let us know how to
contact you.</p>
  <p><input type="CHECKBOX" name="SendProductLiterature"
checked> Send product literature<br>
  <input type="CHECKBOX" name="SendCompanyLiterature"> Send
company literature<br>
  <input type="CHECKBOX" name="SalesContactRequested"> Have a
salesperson contact me<br>
  </p>
  <table>
  <tr><td align="right"><em>Name</em></td><td><input type="TEXT"
name="Name" value size="35"></td></tr>
  <tr><td align="right"><em>Title</em></td><td><input type="TEXT"
name="Title" value size="35"></td></tr>
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<tr><td align="right"><em>Company</em></td><td><input type="TEXT"
name="Company" value size="35"></td></tr>
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<tr><td align="right"><em>Address</em></td><td><textarea
name="Address" rows="5" cols="35"></td></tr>
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<tr><td align="right"><em>E-mail</em></td><td><input type="TEXT"
name="Email" value size="35"></td></tr>
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<tr><td align="right"><em>Phone</em></td><td><input type="TEXT"
name="Phone" value size="35"></td></tr>
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</table>
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<p>
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<input type="SUBMIT" value="Submit Request"> <input
type="RESET" value="Reset Form"> </p>
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</form>
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&nbsp;</body>
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</html>
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type="RESET" value="Reset Form"> </p>
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</form>
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&nbsp;</body>
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</html>
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SERVICE PAGE

<html>

<head>

<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">

<meta http-equiv="Content-Language" content="en-us">

<title>CBM Services Page</title>

<meta name="GENERATOR" content="Microsoft FrontPage 4.0">

<meta name="ProgId" content="FrontPage.Editor.Document">

<meta name="Microsoft Theme" content="blends 111, default">

<meta name="Microsoft Border" content="tlb, default">

</head>

<body>

<p>OUR SERVICE DEPARTMENT IS MADE UP OF MORE THAN 100
TRAINED

PROFESSIONALS TO ENSURE THAT WE KEEP YOUR BUSINESS
MOVING </p>

<dl>

<dt> <u>SERVICE
1:</u>
<u>AFTER SALES SERVICE;</u>
</dt>

<dd>WE CARRYOUT FREE INSTALLATION OF THE EQUIPMENT
AND ENSURE YOU GET A
FREE MAINTENANCE SERVICE THROUGHOUT THE GUARANTEE
PERIOD OF SIX
MONTHS.</dd>

<dt>.</dt>

<dt>SERVICE 2:<font
color="#000000">EQUIPMENT
MAINTENANCE; </dt>

<dd>WE CARRYOUT MAINTENANCE AND REPAIR OF ALL SHARP
EQUIPMENTS BASED ON

A PRE-PAID AGREEMENT. </dd>

</dl>

 </body>

</html>

SERVICE 1

<html>

<head>

<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">

<meta http-equiv="Content-Language" content="en-us">

<title>CBM Service 1</title>

<meta name="GENERATOR" content="Microsoft FrontPage 4.0">

<meta name="ProgId" content="FrontPage.Editor.Document">

<meta name="Microsoft Theme" content="blends 111, default">

<meta name="Microsoft Border" content="tlb, default">

</head>

<body ><p>FOR MORE CONTACT US. </p>

<hr align="center">

<form method="POST" action="--WEBBOT-SELF--" onSubmit="">

<!--webbot bot="SaveResults" startspan u-file="_private/inforeq.htm"

s-format="HTML/DL" b-label-fields="TRUE"

s-builtin-fields="Date Time REMOTE_NAME" --><input TYPE="hidden"

NAME="VTI-GROUP" VALUE="0"><!--webbot

bot="SaveResults" endspan -->

<input type="HIDDEN" name="ProductOrService" value="CBM

Service 1">

<h3>Information Request Form</h3>

<p> Select the items

that apply, and then let us know how to contact you.</p>

<p><input type="CHECKBOX" name="SendServiceLiterature"

checked> Send service literature

<input type="CHECKBOX" name="SendCompanyLiterature"> Send

company literature

<input type="CHECKBOX" name="SalesContactRequested"> Have a

salesperson contact me

</p>

<table>

<tr><td align="right">Name</td><td><input type="TEXT"
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<tr><td align="right">Title</td><td><input type="TEXT"
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name="Phone" value size="35"></td></tr>

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</table>
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<p><input type="SUBMIT" value="Submit Request"> <input  
type="RESET" value="Reset Form"> </p>
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</form>
```

```
&nbsp;</body>
```

```
</html>
```


SERVICE 2

<html>

<head>

<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">

<meta http-equiv="Content-Language" content="en-us">

<title>CBM Service 2</title>

<meta name="GENERATOR" content="Microsoft FrontPage 4.0">

<meta name="ProgId" content="FrontPage.Editor.Document">

<meta name="Microsoft Theme" content="blends 111, default">

<meta name="Microsoft Border" content="tlb, default">

</head>

<body ><p>FOR MORE INFORMATION. PLEASE CONTACT US.

</p>

<hr align="center">

<form method="POST" action="--WEBBOT-SELF--" onSubmit="">

<!--webbot bot="SaveResults" startspan u-file="_private/inforeq.htm"

s-format="HTML/DL" b-label-fields="TRUE"

s-builtin-fields="Date Time REMOTE_NAME" --><input TYPE="hidden"

NAME="VTI-GROUP" VALUE="0"><!--webbot

bot="SaveResults" endspan -->

<input type="HIDDEN" name="ProductOrService" value="CBM Service

2">

<h3>Information Request Form</h3>

<p> Select the items

that apply, and then let us know how to contact you.</p>

<p><input type="CHECKBOX" name="SendServiceLiterature"

checked> Send service literature

<input type="CHECKBOX" name="SendCompanyLiterature"> Send

company literature

<input type="CHECKBOX" name="SalesContactRequested"> Have a

salesperson contact me

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<tr><td align="right">Phone</td><td><input type="TEXT"

name="Phone" value size="35"></td></tr>

</table>

<p><input type="SUBMIT" value="Submit Request"> <input
type="RESET" value="Reset Form"> </p>

</form>

 </body>

</html>ANISATIONS. </p>

<hr align="center">

<h2>Contact Information</h2>

<dl>

<dt>Telephone </dt>

<dd>234 <!--webbot bot="Substitution" s-variable="CompanyPhone" --

></dd>

<dt>FAX </dt>

<dd>234 <!--webbot bot="Substitution" s-variable="CompanyFAX" --

></dd>

<dt>Postal address </dt>

<dd><!--webbot bot="Substitution" s-variable="CompanyAddress" --

></dd>