



March 2009 Newsletter #14

Client Information page

To see all previous newsletters plus articles referenced, go to this page.

www.cobourginternet.com/webnewsletters.htm This page can also be accessed from the Cobourg Internet web site from the main menu.

Upgrades & Maintenance

It's not just Windows and WORD that get upgraded, web sites also get upgraded. Upgrades improve security and performance and are "included" with your web site at no charge.

Upgrades in the last 8 months have been:

- New servers - faster access and better reliability - continually upgraded "behind the scenes"
- Better layout methods - using more recent techniques
- Upgraded Blogs (now using WordPress 2.7)
- Upgraded Search with Zoom V6
- Upgraded form mail - now uses Tectite 8.12
- Movies will now normally use Flash Video - the same as YouTube

And if you ever have any kind of problem - email, web site behavior, anything - let me know - this always gets priority.

Form mail

Several Cobourg Internet Clients are already using "Form Mail" but maybe others would find it fits their needs. If you want visitors to your site to send you information, a generalized listing of your email address may be enough but it does not ask questions or insist on specific answers.

Form mail is where you fill in a form and then submit. It suits:

- Registration
- Request for Quote
- Feedback
- Questions

The only catch is that like an email address, it is an invitation to spammers to use it to send you garbage messages. The Form Mail I use is mostly immune from that but it can be upgraded by adding captcha. Captcha is the system of asking the user to copy random letters from a display to prove they are not a computer!

Videos

If you watch YouTube, you are looking at video using "Flash Video". This has the advantage of being fast to start - you don't wait for it all to download - and it is also available to most users. Other options of mpeg, wmv, mov depend on the user having a suitable player installed and not everyone does. But most people have the latest Flash player/viewer. So if you have video on your site, chances are that I will convert it to Flash Video (.flv file).

Why use pdfs for document downloads?

Why don't we just use plain text or WORD files? Well, plain text is just that, plain and boring. It has no formatting - no bold, all text is the same size, no colours, no bullets etc. It is universal but not "good looking". And not everyone has WORD - some people use WORKS, Word Perfect or other word processors. But pdf is Adobe Acrobat's format and is free and 95% universal. It also has the advantage that it can't be edited so the end result is always what you've provided.

Have you looked at my "for fun" sites?

www.cobourgblog.ca - where the latest topics are discussed

www.cobourghistory.ca - Cobourg's History

John Draper