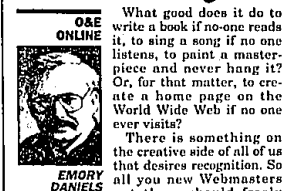


It's easy to publicize your page



O&E ONLINE
EMORY DANIELS

What good does it do to write a book if no-one reads it, to sing a song if no one listens, to paint a masterpiece and never hang it? Or, for that matter, to create a home page on the World Wide Web if no one ever visits?

There is something on the creative side of all of us that desires recognition. So all you new Webmasters out there should freely admit that you want others to view and enjoy your finished product.

The question becomes, how do you promote your Web site on the Internet so others will come and see it. And how can you do that without spending an arm and a leg, i.e., free.

A passive method is to simply make sure you wrote a descriptive title when you created your page. If your home page is on raising bees for honey, make sure the title is something like <title>Raising bees for profit</title>.

Many World Wide Web search machines will do a search of titles and so the more descriptive your title is the greater the chance it will be found by someone doing a search.

There are also sites on the Internet that offer to list your home page free on their site. They make money by selling advertising space so are willing to promote your site for free.

Among the sites that will list your home page are Yahoo, Infoseek, WebCrawler, New Rider's WWW Yellow Pages, Alta Vista, and others. You can visit all these pages individually and post information on your site. If you do, create a summary

description of your home page using a text editor so you can cut and paste that description at each site you visit.

Most sites will ask for such information as: the title of your site, the Universal Resource Locator (URL); keywords; your name or the name of your organization; your postal address, and E-mail address; and a description of your site (often 25 words or less).

Instead of going to each site, though, and posting the information, it is easier to visit sites which offer to post your information at multi-directories and multi-search engines.

This is like one-stop home page promotion and saves time and typing. In using a one-stop site, though, I still recommend typing up a 25-word description ahead of time to cut and paste. Think carefully about your description and you will have a better job.

My favorite one-stop site is Submit It! which can be accessed at www.submitit.com. Submit It! is a free service for individuals to promote their own Web site. It is set up to help you quickly, accurately and easily submit your URL to more than 15 catalogs on the Internet. A paid service is offered to submit your URL to up to 250 search engines and directories.

The services available free include Yahoo, Whatnew on the Internet, Infoseek, WebCrawler, Apollo, Starting Point, ComFind, InfoSpace, Yellow Pages Online, What's New Tool, Metrospace, LinkStar, Frontierr, Blawie, WebCrawler, WWW YP, Nord World Media, Alta Vista, and Mallpark. The site recommends that you use Netscape or Microsoft Explorer as Mosaic does not work well with all functions such as "back."

When you complete the on-line form and submit it, you will be shown a copy of the information supplied to proof-read first. For

each directory and search engine listed below, all you have to do is click on the "Submit It!" option bar. Then return, either by using Alt-key with left-arrow key or selecting "back" on your browser.

You will get responses after each submitting, either confirming or informing you the URL will be posted in a day or two. Some sites, like Apollo, Mallpark and ComFind, will ask you to re-submit your site to them and will offer you a "better" option for a few bucks.

Some Webmasters will put a counter on their page to keep track of the number of visitors. After you post your home page, watch your counter. If it takes off, you know the promotion efforts worked.

Some users also might E-mail their comments to you, especially if you included your E-mail address on your site. By the way, the way to create a hot link of your E-mail address on your home page is with this convention: emory@oonline.com. The E-mail address on your home page will be highlighted and when clicked will activate an e-mail form to be used by the user.

There are other methods but the payoffs probably won't be as effective. One option, of course, is to add the URL to your own business card or stationary.

Also, if you belong to a Listserv discussion group, or subscribe to News groups, you can post information on your site and its URL when appropriate. Don't do this willy-nilly or at-will because you will be accused of spamming (rightfully so) and be flamed.

(Emory Daniels may be reached via E-mail at emory@oonline.com. Past columns are archived on-line at <http://oonline.com/~emoryd/archive.html>.)

Shuptrine from page D1

in the future. The facility houses a design studio, oriental rug, a clearance center, bedding department, kid's corner with baby-sitters and Lifestyle Collection Galleries, offering exclusive lines like Design Master, Giorgio, Henredon, and Ralph Lauren.

"For the customer, time is a very valuable commodity. The more we can provide in a one-stop location, the more valuable we are to them," said VanElslander, who does market research every other year. "There is not a store like this facility anywhere in Metro Detroit. There's so much under one roof."

A new cafe/library, set to open next month near the entrance of the Troy showrooms, will be stocked with shelter magazines and idea resources for customers to leaf through at their convenience. The same concept will be introduced at the 35,000-square-foot showroom in Novi later this year.

"We want the store to be more inviting and we want to have people come in and relax," said David VanElslander, vice president of Scott Shuptrine.

There are so many choices, it can almost become overwhelming. That's what we have the sales staff for. To help people make the right decision without pressuring them."

Customers of the Bloomfield Hills store are encouraged to shop at showrooms in Troy and Novi, where they will continue to receive quality service from their favorite sales people, along with a larger selection of fine furnishings and amenities.

The 20 employees affected by the closing will be transferred to the two remaining stores.

Rob Peholinski of East Pointe, the former Bloomfield Hills showroom manager, was disappointed with the decision that eliminated the furniture retailer's only remaining neighborhood store.

"It's a nice, cozy store," said Peholinski, who will now join the Novi staff as sales manager. "But people are looking for a larger location with more choices and immediate delivery."

"A lot of people are going to be excited because they know there are going to be some great values here."

Showroom merchandise will be liquidated through a private sale for the customer

"For the customer, time is a very valuable commodity. The more we can provide in a one-stop location, the more valuable we are to them."

Gary VanElslander
Scott Shuptrine president

base, followed by a 30-day advertised sale for the general public beginning Jan. 17.

Scott Shuptrine Furniture, Inc. was founded by Harold Scott and Willard Shuptrine in 1927, and at one time boasted five units in Detroit's affluent suburbs. But when the VanElslander family purchased the company in 1987, it had been downsized to a single store in Grosse Pointe Farms.

The VanElslanders, who own Art Van Furniture Co., worked to restore Scott Shuptrine's original vision as a prestigious carrier of fine furnishings by remodeling the Grosse Pointe Farms store and purchasing Forster's Interiors in Grosse Pointe Woods and Sterling Heights in 1989 to add to the chain.

Like the Bloomfield Hills purchase in 1989, all three small-scale stores have since closed.

Scott Shuptrine's larger Novi showroom was constructed near Twelve Oaks Mall in 1990, beginning the trend to increase the breadth and depth of merchandise and services.

The most elaborate store at 977 E. 14 Mile Road in Troy was opened in 1992 on a site that also houses the corporate headquarters and an 80,000-square-foot warehouse.

Brothers Gary and David VanElslander, both of Grosse Pointe Woods, grew up in the retail furniture business — sweeping floors in the Art Van warehouse and eventually becoming involved in every aspect of the industry.

The pair joined the Scott Shuptrine end of the privately-held family business six years ago, where they continue to work side by side.

There are no immediate plans for opening additional stores, but only time will tell.

"The growth in the northeast is strong," added Gary VanElslander. "When we feel there's a sufficient enough customer base in a particular area, we'll open another store. And it will be a big one."

BUSINESS MARKETPLACE

Marketplace features a glimpse of Oakland County business and finance news and notes. Write: Business Marketplace, Observer & Eccentric Newspapers, 805 E. Maple, Birmingham 48009. Our fax number is (810) 464-1314.

AUTO LEASING
Farmington Hills-based Leasecrete Inc. will present a seminar on "The A.B.C.s of Auto Leasing from 7:30 to 9 p.m. Wednesday, Jan. 29, at the Longacre House in Farmington Hills. Cost is \$10 per person. For reservations, call (810) 477-6404. Leasecrete specializes in educating consumers about the secrets of auto leasing.

PREPARING SUCCESSORS
The next Oakland University Center for Family Business breakfast seminar will run from 8 to 10:30 a.m. Wednesday, Feb. 19, at the Troy Marriott. The topic: "Preparing Successors for Leadership: Motivating and


Training Successors." Gary Gabel and Mark Toth, of Great Lakes Strategies, a human resource and leadership training firm, will lead the discussion. The seminar is free to OUCFB member families. The registration fee for nonmembers is \$35 per person. Call Patricia Kish at (810) 370-4513.

EMPLOYMENT FEST
Plant sees for new employees at the second annual Troy Spring Employment Festival from 2 to 7 p.m. Friday, March 21, and 9 a.m. to 3 p.m. Saturday, March 22, at DoubleTree Guest Suites Hotel in Troy. Produced by the Troy Chamber of Commerce Human Resource Council, the recruiting event drew 30 employers and 1,600 candidates last year. The list of participating employers includes: EDS, Kelly Services; Huntington Banks, Standard Federal Bank and Entech Per-

sonnel Services. Prospective employees will discuss a variety of career opportunities in sales and marketing, administrative support, technical/engineering, information systems, hospitality, retailing, customer service and manufacturing. Candidates who attend will have access to continuous workshops on resume writing, interviewing, working with recruiters, and job prospecting/networking.

COMPUTER TRAINING
The following training sessions are being offered at Walsh College of Accountancy and Business Administration, 3838 Livernois Rd., Troy. Quickbooks Pro 4.0, Level 2 will be held from 8:30 a.m. to 4:30 p.m. on Jan. 20. The fee is \$195. Lotus 1-2-3tm 5.0 Worksheets will be offered in two sessions. The first is from 6 to 9:30 p.m. on Jan. 21, and the second session runs from 6 to 8:30 p.m. on

Jan. 23; the fee is \$195. Microsoft Excel 7.0, Charting and Organizing Data meets from 8:30 a.m. to 4:30 p.m. on Jan. 23; the fee is \$195. Total Quality Management (TQM) Seminar is offered from 8:30 a.m. to 4:30 p.m. on Jan. 24; the fee is \$89. Windows 95-Making the Transition meets from noon to 4 p.m. on Jan. 25; the fee is \$99. The following classes are available at Walsh College, 41700 Gardenbrook Rd., Novi. On Jan. 21, Planning and Marketing a Web Page will be held from 9 a.m. to noon, and How to Create a Web Page (HTML) will be held from 1:30 to 5 p.m.; the fee for each class is \$89. Microsoft Word 6.0, Level 2 is offered from 9 a.m. to 5 p.m. on Jan. 22; the fee is \$195. Microsoft Excel 5.0 Databases and Charts meets from 9 a.m. to 5 p.m. on Jan. 23; the fee is \$195. To register for any of the programs, call (810) 689-6178, ext. 260.



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