It's easy to publicize your page



mote your Web site on the Internet so otners 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

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 also are 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.

for free.

Among the sites that will list your home page are Yahoo, Infoseck, 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

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 master-piece and never hang it? Or, fur that matter, to ear and never hang it? Or, fur that matter, to ear and never hang it? Or, fur that matter, to ear and never hang it? Or, fur that matter, to ear and never hang it? Or, fur that matter, to ear and never hang it? Or, fur that matter, to ear and never hang it? Or, fur that matter, to ear and never hang it? Or, fur that matter, to ear and never hang it? There is something on the creative side of all of us that desire recognition. So ll you new Webmasters out there should free all you new Webmasters out there should free and think the source of the new of your instead of going to each site, though, and it hat 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 out would get read the remainder of time page to keep track of the number of visitors. After you post your home page, water page to keep track of the number of visitors. After you post your home page, water page to keep track of the number of visitors. After you post your home page, water page to keep track of the number of visitors. After you post your home page, water page to keep track of the number of visitors. After you post your home page, water page to keep track of the number of visitors. After you post your home page, water page to keep track of the number of visitors. After you post your home page, water page to keep track of the number of visitors. After you post your home page, water page to keep track of the number of visitors. After you post your home page, water page to the page to keep track of the number of visitors. After you post your home page, water page to the page to keep the

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 do a better job.

My favorite one-stop site is Submit It which can be accessed at

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 16 catalogs on the Web. A paid service is offered to submit your URL to up 250 search engines and directories. The services available free include Yahoo, Whatsnew on the Internet, Infoseek, WebCrawler, Apollo, Starting Point, ComFind, InfoSpace, Yellow Pages Online, What's New Tool, Metroscope, LinkStar, Pronett, Bizwiz, Webdirecti, New Rider's WWW YP, Nerd World Media, Alta Vista, and Mallpark. The site recommends that

and Mallpark. The site recommends that you use Netscape or Microsoft Explorer as Mosaic does not work well with all functions such as "back."

tions such as "Dack."
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

will ask you to re-submit your site to them 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, aspecially if you included your E-mail address on your site. By the way, the way to create a hat link of your E-mail address on your page is with this convention: ca hrefe-mailto:emer@eoon.line.com?> convention: ca hrefe-mail

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

Shuptrine from page D1

in the future. The facility houses a design studio, oriental rugs, a clearance center, bedding department, kid's corner with baby-sitters and Lifestyle Collection Galleries, offering oxclusive lines like Design Master, Glorgio, 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 VanElsahader, who does market research every other year. "There's no na 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 show room, 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

more inviting and we want to have people come in and relax," said David VanElslan-

relox, 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

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 ameni-ties. ustomers of the Bloomfield

fine furnishings and amenities.

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

Rob Pcholinski of East Pointe, the former Bloomfield Hills showroom manager, was disappointed with the decision that eliminated the furniture relations only remaining neighborhood store.

It's a nice, cozy store, said Pcholinski, who will now join the Novi staff as sales manager. That 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 pri-vate sale for the customer

"For the customer, time is a very valuable com-modity. The more we can provide in a onestop location, the more vajuable we are to

Gary VanElslander Scott Shuptrine president

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
criginal 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 1999 to add to the
chain.
Like the Bloomfield Hills hain. Like the Bloomfield Hills

purchase in 1989, all three small-scale stores have since closed. Scott Shuptrine's larger Novi

closed.
Scott Shuptrine's larger Novi
showroom was constructed
near Twelve Oaks Mall in
1990, beginning the trend to
increase the breath and depth
of merchandise and services.
The most elaborate store at
777 E. 14 Mile Road in Troy
was opened in 1992 on a site
that also houses the corporate
headquarters and an 80,000square-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 Scot
thuptrine end of the privatelyheld family business six years
age, where they continue-te
work side by side.
There are no immediate
plans for opening additional
stores, but only time will tell.

The growth in the northvan'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) 644-1314.

■ AUTO LEASING

■ AUTO LEASING
Farmington Hills-based Lensecrets Inc. will present a seminar
on 'The A.B. Cs 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) 477-8404. Lense'crets specializes in educating consumers
about the secrets of auto lensing.

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
toolic "Preparing Successors for

topic: "Preparing Successors 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 registra-tion for fire recommendaries 25 tion 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

p.m. Friday, March 21, and 9 a.m. to 3 p.m. Saturday, March 22, at DaubleTree 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-Huntington Banks, Standard Federal Bank and Entech Per-

sonnel Services. Prospective employees will discuss a vari 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 Liverness 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 9:30 p.m. on Jan. 23; the fee is \$195.
Microsoft Excel 7.0, Charting
and Organising 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 tion meets from noon to 4 p.m. on Jan. 25; the fee is \$399. The following classes are available at Walsh College, 41700 Gardenbrook Rd., Novi. On Jan. 21, Planning and Markoting 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. Databases and Charts meets from 9 a.m. to 5 p.m. on 10 p.m. 20; the fee is \$195. The grant of the fee is \$195. The grant of the gr any of the programs, call (810) 689-6178, ext. 260.

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