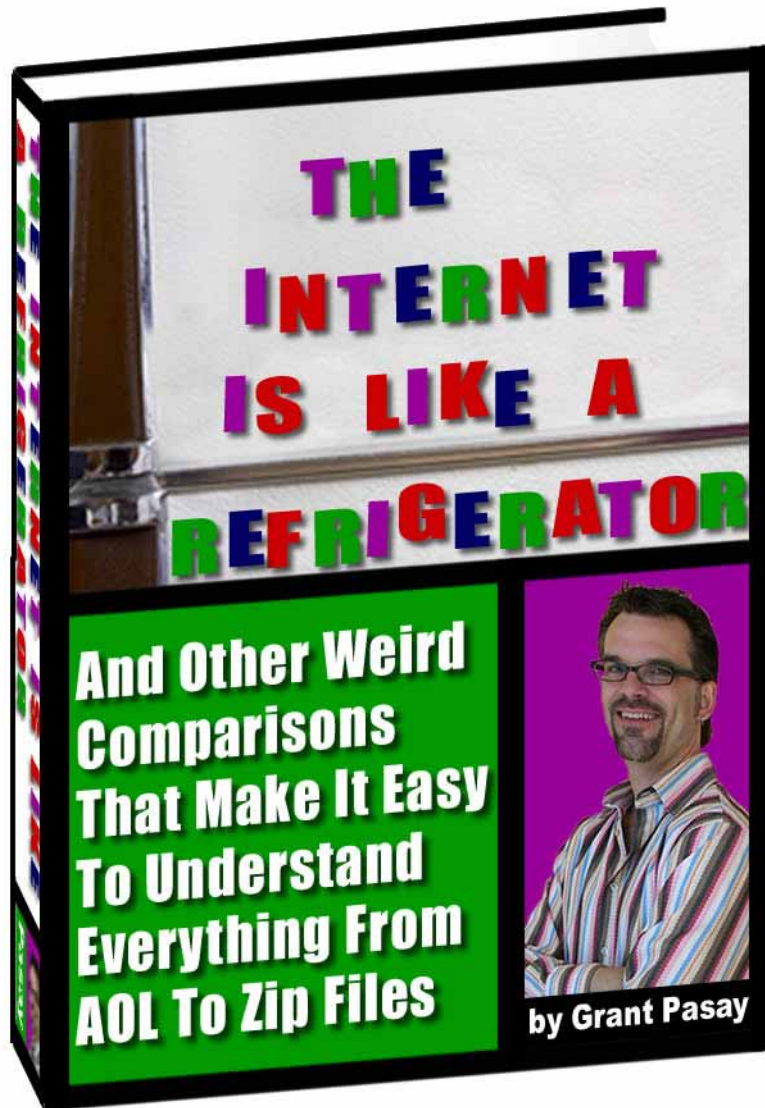


## The Internet is Like a Refrigerator...



**...and Other Weird Comparisons  
that Make it Easy to Understand  
Everything from AOL to Zip Files**

by  
**Grant Pasay**

**THIS eBOOK IS BROUGHT TO YOU COURTESY OF...**

**[Grant Pasay – Copywriter](#)**

If you need copy that's:

- clean, crisp and clear;
- creative while effective;
- on time and on budget...

Choose Grant Pasay's copywriting to help you with your:

- Direct Marketing: sales letters, direct mail, inserts, ads;
- Sales Materials: catalogues, brochures, presentations;
- Online Campaigns: email marketing, banners, websites.

Contact Grant today:

- Phone: 604-312-4791
- Email: [contact@grantpasay.com](mailto:contact@grantpasay.com)
- Web site: <http://www.grantpasay.com/>

# The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

## TABLE OF CONTENTS

THIS eBook IS BROUGHT TO YOU COURTESY OF .....	2
LEGAL STUFF.....	5
Copyright and Redistribution of this eBook .....	5
Disclaimer .....	6
ABOUT THE AUTHOR .....	7
INTRODUCTION .....	8
CONVENTIONS USED IN THIS eBook .....	10
Links.....	10
Internal Links .....	10
External Links .....	10
COMPARISONS .....	11
Affiliate Program .....	11
Anti-virus software.....	13
AOL (America Online) .....	15
ASP, ASP.NET, PHP, ColdFusion .....	17
Banner Ad .....	19
Blog .....	21
Browsers.....	23
Chat Room.....	25
Content Management System .....	27
Database-driven Website .....	29
Domain Name Forwarding.....	31
Domain Name .....	34
eCommerce.....	36

# The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

Email .....	38
Email Marketing.....	40
Flash .....	42
FTP (File Transfer Protocol).....	44
HTML (HyperText Markup Language).....	46
Internet .....	48
ISP (Internet Service Provider) .....	50
Javascript, Perl, CGI .....	51
Modem .....	53
Payment Providers .....	55
PDF (Portable Document File) .....	57
Plug-ins.....	59
QuickTime.....	61
Search Engine.....	63
Server .....	65
SPAM.....	67
Template Website.....	69
URL (Uniform Resource Locator).....	71
Website.....	73
Web Hosting.....	74
World Wide Web .....	76
Zip Files.....	78
CONCLUSION .....	80

## LEGAL STUFF

### Copyright and Redistribution of this eBook

Copyright © 2005 by Grant Pasay Enterprises Inc., all rights reserved worldwide. No portion of this eBook, in any format, may be reproduced or translated without the expressed written consent of the author.

This eBook may not be sold. However, you're free to:

- make copies of the **eBook file**
- distribute the eBook file copies for free
- tell others they can download their own copy of the eBook at this location:

<http://www.grantpasay.com/refrigerator/>

*Author's Note:* My goal in writing this eBook was to create an entertaining resource that helped people understand the Internet, so the more you share this eBook with others, the more you'll be helping me reach my goal.

So, thanks in advance for your help!

## **Disclaimer**

The information in this eBook is meant for educational purposes.

Whenever specific companies and/or products are mentioned, the information provided is strictly based upon this author's knowledge and experience of those companies and/or products, and in no way is meant as a guarantee of those companies and/or products.

You, the reader, need to do your own research into these companies and/or products to determine whether or not they can be of benefit to you or your company.

The author and publisher will not be held responsible for errors, omissions, interpretations or use and application of the information in this eBook. Neither will the author nor publisher be held liable for any loss, risk, damage, use or misuse of any of the information within this eBook.

If professional advice or help is required, you're advised to seek the services of a competent professional.

## ABOUT THE AUTHOR

Grant Pasay is a freelance copywriter and entrepreneur who lives in British Columbia, Canada with his wife and daughter.

Grant studied Psychology in hopes of understanding why he and others were the way they were. It didn't work.

He also studied Education in hopes of being that favorite teacher most of us had in school.

But somewhere along the way he realized his real passions were writing and creating. So Grant shifted focus, started a multimedia business, and got sucked into the lure of the Internet. That was way back in 1999.

Today, Grant is building a successful freelance commercial copywriting company while creating new businesses and consumer projects.

Whether he's writing, meeting a new client, or thinking up a new idea, Grant aims to have fun while helping other people, which seems to make for a rather enjoyable life.



## INTRODUCTION

If you know everything, then this eBook is definitely not for you.

And if you know nothing, then don't read it either.

But if you know at least a little about some things, and probably not a lot about the Internet, then this eBook is perfect for you. Why?

Because we seem to learn new things best when someone starts us off with something we already know about. Once we have that familiar thing firmly in our mind, if we can see how it maps onto the new thing, then the new thing suddenly seems familiar too, and certainly less threatening.

And that's how this eBook was designed. Start with something familiar (or at least easy to understand). Talk about it for a bit. Then show how that familiar thing is just like (or something like) a certain aspect of the Internet in hopes of helping you understand just what's going on out there in cyberspace.

Because like it or not, the Internet isn't going away. So we might as well take a few moments to try and understand it better. And if you think some of the comparisons are silly, then good, because I also wanted you to enjoy the process.

I hope you enjoy the read, and here's to your lifelong success on (and off) the Internet.

The Internet Is Like A Refrigerator  
And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

Sincerely,



Grant Pasay

P.S. – The topics are listed in alphabetical order, but if you skip around, I won't tell anybody.

P.P.S – If you're looking for a really technical manual that will tell you **everything** about the Internet, this eBook isn't for you either. But here's some links that might help:

- [netdictionary.com](http://netdictionary.com)
- [en.wikipedia.org](http://en.wikipedia.org)

## CONVENTIONS USED IN THIS eBook

### Links

Whenever a piece of text is blue and underlined, that means it links to somewhere else.

### Internal Links

Links that are in italics point to the [\*Internet\*](#)-related comparisons inside this eBook. For example, clicking on the link in the sentence above will take you to the **Internet** comparison in this eBook.

**TIP:** If you click on a link that takes you elsewhere in this eBook, and then you want to jump back to where you were before, hold down the ALT key then press the LEFT ARROW KEY (this is the equivalent of the BACK BUTTON in a browser).

### External Links

Links that are NOT in italics point to Internet resources outside this eBook. Clicking on non-italics links will most likely open your default [\*browser\*](#) where you'll be able to see the Internet resource in question.

## COMPARISONS

### Affiliate Program

An affiliate program is like Tom Sawyer's approach to painting a fence.

Ever read The Adventures of Tom Sawyer? (If not, you can download it for FREE [here](#).) In one of Tom's adventures (Chapter 2), he's supposed to be hard at work painting a fence.

But why paint a fence when you can get others to do it for you? So Tom convinces a bunch of boys into painting the fence for him while he just sits back and enjoys the day.

That's what an affiliate program is like.

An affiliate program enables online businesses (the Merchants) to get other people (the Affiliates) to sell their products for them. The Merchants set up affiliate programs where Affiliates can sign up to copy links and [banners ads](#) that the Affiliates then put on their own [websites](#).

When people [browse](#) to one of the Affiliates' websites, they see the link or banner ad, click on it, and end up on a Merchant's website. If the people go on to buy something, the Merchant gives the Affiliate a portion of the sale.

It's like having a sales force that voluntarily signs up and works for you. And it works really well on the [\*Internet\*](#).

And that's why an affiliate program is like Tom Sawyer's approach to painting a fence.

Here's some affiliate programs you can check out:

- [MyAffiliateProgram](#)
- [Interneka](#)

## **Anti-virus software**

Anti-virus software is like a soldier ant.

Ever see soldier ants at their anthill? They have one job – protect what’s inside. How do they do this? They stop anything unfriendly from coming in. Fortunately for the soldier ants, it’s easy to know what not to let in – if it ain’t an ant, no passage allowed!

But ants going in sometimes bring things along with them, things they’re carrying that could be dangerous to the life of the hill.

What if, for example, an ant out looking for food found a yummy red can full of free food just sitting there. He grabs a bunch. Heads back to the hill. The soldier ant sees the other ant is an ant, and so he’s free to pass – only neither ant recognizes the food being brought in is actually poison designed to destroy the hill and everything inside. Yikes! So the ant goes in and everything’s history after that.

That’s what anti-virus software is like (and hopefully it can do an even better job than the soldier ant).

Anti-virus software is always on the ready. It wants to snoop around anything that’s coming into your anthill (in this case, your computer). So it wants to check over:

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

- incoming [emails](#) (especially if they have other files attached to them, just like the ant carrying in the food/poison)
- files you download from the [Internet](#)
- it might even check emails you send out. Why? Because anti-virus software doesn't just care about your computer. It also wants to make sure if you have a virus, you don't send it to anyone else (and when you don't destroy others' computers, they're more likely to help you if yours gets destroyed).

Since anti-virus software needs to be on guard all the time, it likes to start up when you start your computer, and continues running "in the background" the whole time you're working in other programs. It's always watching. Always waiting. And sometimes it can slow your computer down as a result, but it's worth keeping your computer safe, in my opinion anyway.

And that's why anti-virus software is like a soldier ant.

Here's some anti-virus software you can check out:

- [McAfee](#)

## **AOL (America Online)**

AOL is like a party grab bag.

Ever go to a party and get a grab bag? You end up with a collection of cool things bundled together. And if you went to buy all those different things on your own, you might have to go to several places to find one here and another there – but you don't have to, because you got the grab bag.

That's what AOL is like.

AOL stands for America Online. If you sign up with AOL, you get a grab bag of cool [Internet](#) things, such as:

- Access to the Internet (this means AOL is an Internet Service Provider, or [ISP](#) for short)
- [Email](#)
- Online News
- Special Interest Areas
- Virtual [Chat Rooms](#)
- And more

With AOL you get several Internet elements all packaged in one.

The Internet Is Like A Refrigerator  
And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

And that's why AOL is like a party grab bag.

You can click below to sign up with AOL:

- [AOL](#)

## **ASP, ASP.NET, PHP, ColdFusion**

ASP, ASP.NET, PHP and ColdFusion are like exercise machines.

Ever notice how there's so many different kinds of exercise machines? And they're always coming up with new ones. Maybe this machine does this better, and that one does that better, but they all just make it easier (supposedly) for you to exercise.

That's what ASP, ASP.NET, PHP and ColdFusion are like.

They're all different, each with its strengths, techniques and tools, but they all aim to do the same thing – make it easier for people to develop powerful [Internet](#) applications that can do things like access databases, process [eCommerce](#) orders, or even just calculate how old you are in seconds.

These powerful Internet applications are called dynamic [websites](#), because they don't just display static images or content. They let you upload things to websites or [servers](#), change webpages, modify a database, and so on.

And ASP, ASP.NET, PHP and ColdFusion are each a collection of tools and techniques for making it easier to do those things.

And that's why ASP, ASP.NET, PHP and ColdFusion are like exercise machines.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

If you want to know more, here's some links you can check out:

- [ASP](#)
- [ASP.NET](#)
- [PHP](#)
- [ColdFusion](#)

## **Banner Ad**

A banner ad is like the kid in the pepperoni suit.

Ever see a kid in a pepperoni suit on the side of the street, waving at people and hoping they'll stop in at the local pizza place? That kid in the pepperoni suit is trying to convince people there's a better place they could be headed.

That kid also knows that most of the people in the cars aren't on their way to the local pizza place. Most of the people probably aren't even hungry. But some of the people driving by just might change direction after seeing a giant dancing piece of pepperoni waving at them. Maybe.

That's what a banner ad is like.

A banner ad is an ad in the shape of a banner (long and skinny). You'll usually see a banner ad at the top of a [website](#), trying to lure you away from the website you've gone to. If you click on the banner ad – as the banner ad will usually tell you to do – you get whisked away from the website you originally went to, and end up on the banner ad's website.

And unlike the kid in the pepperoni suit who waves at everybody whether or not they're even hungry, the really smart banner ads are strategic. So if you're

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

searching for running shoes, you won't see a banner ad for lipstick. Instead, you'll see an ad for running shoes, or maybe running shorts, since those are related.

But why would someone let someone else put a banner ad on their website if the banner ad is specifically designed to lure people away? That's like Jake's Pizza letting someone from Zeke's Pizza stand at their door trying to get them to go to Zeke's place instead.

The answer is cash. If you want to put a banner on someone's site, you have to pay them to do so. Then, if your banner actually entices someone to leave site A to go to your site, at least the person who runs site A will have been paid by you for having your banner ad on their site.

So a banner ad simply tries to get you to go somewhere you weren't originally going.

And that's why a banner ad is like the kid in the pepperoni suit.

## **Blog**

A Blog is like Aunt Mabel.

Ever tell something to Aunt Mabel? She's the one who, no matter what you tell her, everyone else knows about it before you've had time to get home. She's like the main entrance to the universal grapevine.

That's what a Blog is like (except a Blog is intentional and desired).

Blog is short for Weblog. Say you're going on a trip to New Zealand and normally you'd keep a journal to record the day's events. But Aunt Mabel isn't coming with you, so how can you quickly and easily keep everyone in the loop?

Simple. Use a Blog. How does it work?

- You go to your [website](#) (or some other website that's equipped for generating a Blog)
- You set up a new Blog (e.g., "My Trip To New Zealand").
- You create a new entry (e.g., "Day 1 – Heading to the Airport") and type whatever you want into a webpage form. This is your chance to philosophize, or rant or rave, or just give the facts. Whatever you want.
- When you're done your entry, you submit the form and instantly your Blog entry is on the [Internet](#) where anyone who knows where it is can read it.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

- Then the next day, or whenever you want, you create another entry, and another, and another. They just line up one after the other, with the most recent entry at the top (just like Aunt Mabel who always has the most recent news on the tip of her tongue).

So a Blog is a quick and easy way to get your info out to everyone.

And that's why a Blog is like Aunt Mabel.

Here's some quick and easy ways to get set up with a Blog of your own:

- [Blogger](#) (FREE online Blog service)
- [bBlog](#) (FREE Blog software)

## Browsers

Browsers are like a cake pan.

Ever make a cake? (If not, you can [download one here for FREE](#) – just joking.) You take some of this, and some of that, and even a bit of the other. Then you mix all the stuff up into a big goop in a bowl. Finally, when everything's in the mix, you pour it all into a cake pan where it gets cooked and shaped into the final product.

That's what browsers are like.

A browser, such as [Internet Explorer](#) or [Netscape](#), is used to cook up and shape all the “stuff” it receives when you request a webpage. That stuff can include text, and tables, and images, and bits of information from a database, and [Flash](#) content, and [Javascript](#) actions, and a whole bunch of other things.

All the stuff sits on a computer called a [server](#), and when you type in a certain [domain name](#) or webpage [URL](#) address into your browser, the server grabs all the stuff needed to assemble that webpage (that's like mixing all the ingredients into a bowl). Then the server sends all the stuff to the [browser](#) (that's like pouring the cake mix into the cake pan).

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

The browser has the tough job of making sure the final product takes proper shape – this image here, that text there, this font, that size, this color, and so on.

And that's why browsers are like a cake pan.

Here's some FREE browsers you can download and use:

- [Internet Explorer](#)
- [Netscape](#)
- [Opera](#)

## Chat Room

A Chat Room is like a birthday party.

Ever been to a birthday party? Love 'em or hate 'em, birthday parties are something most of us have experienced at one time or another.

The invitations go out announcing there's going to be a party at such and such an address. You don't have to go if you don't want. You can show up early, or late, or leave halfway through. You can play with the others, then go off on your own, then join in later if you want. It's all pretty free and easy, really.

That's what a Chat Room is like.

Someone makes it known that if you use your [browser](#) to go to a specific [URL](#) address on the [Web](#) you'll find yourself in a Chat Room. You might need a special invitation to get in, or know a special password, or it might be open to everyone.

You can jump in anytime you want and be as active or passive as you want. If there's something you want to "say," you just type it in and hit a button. Instantly, everyone else in the Chat Room sees that you've "said" something (they really only see what you typed). Then they respond by typing in what they want to say. And so the chat continues just as quickly as everyone can type and read.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

And if you don't like where the chat is going, you can pick up your keyboard and go home.

And that's why a Chat Room is like a birthday party.

Here's a Chat Room related link for you:

- [ParaChat](#)

## Content Management System

A Content Management System is like an interior decorator.

Ever see an interior decorator at work? They come into a home and move things around, get rid of old things, bring in new things, and maybe even add new rooms. They do it all with ease and delight. They're masters at changing things and making them look just so.

That's what a Content Management System is like (except it doesn't work on your house, it works on your [website](#)).

With a Content Management System (CMS), you can change the content on your website whenever and however you want:

- Change text
- Add/change photos/logos etc.
- Add/remove webpages

And a Content Management System that's good will be WYSIWYG (pronounced wizzywig). WYSIWYG stands for "What You See Is What You Get," which means you just drag and drop things where you want, and all the coding required to make things look like that on your website is done for you automatically without you having to know about it or understand it.

If it sounds great, that's because it is.

So why don't most people have a Content Management System for their website? Because up until recently, they were too expensive for the average website owner to have. But now there are lots of companies offering Content Management System services, and they fall into two types:

- **Hosted solutions:** the company has their own software installed on their own [servers](#). You log in to their website and use their software to change your website.
- **Software solutions:** you buy software to install on your computer. The software lets you open your online webpages and change them instantly. A great example of this is a product called [Contribute](#) – it's easy to use and very affordable!

Whether you go with a Hosted or Software solution, you'll love having the ability to make your website exactly the way you want it to be, quickly and easily.

And that's why a Content Management System is like an interior decorator.

Here's where you can check out the software solution, [Contribute](#).

## Database-driven Website

A database-driven website is like a sandwich machine.

Ever come across one of those sandwich machines when you're hungry? You know, it's like a soda machine except it sells sandwiches.

There's all these different kinds of sandwiches just sitting in the machine waiting to be picked – rows and rows of sandwiches, each in its own little area.

While you're deciding whether to get corned beef or tuna, someone else comes along and selects egg salad. The egg salad sandwich pops out the slot at the bottom of the machine. Finally, you pick tuna. The tuna sandwich pops out the slot at the bottom. Same slot. Different sandwich.

That's what a database-driven [website](#) is like.

It has webpages that have slots in them. The slots are empty. But when you come to the site and choose this or that option, the slots get filled with whatever you picked, just like the tuna sandwich. Same webpage. Same slots. Different content.

And just like the individual sandwiches in the sandwich machine, the content is stored in rows with each piece of information in its own little area in what's called a database. A database is just a big sandwich holder, except it can hold other things

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

too, like username/password combinations, license numbers, names, ages, dates, photos, and so on.

And with a database-driven website, a single webpage can have its empty slots filled with this bit of info, or that bit of info, or the next bit of info. Each time the page loads, it looks different – it's the same page with the same slots, just filled up with different stuff from the database each time.

The alternative is to have a specific webpage for each piece of information, but that can be very inefficient. That's like having an egg salad sandwich machine, **and** a corned beef sandwich machine, **and** a tuna sandwich machine, and so on. Then when you wanted to get a sandwich, you'd have to go to the right machine, instead of one machine offering you all you want and more. Same with a database-driven website. One page can deliver multiple offerings. Yummy!

And that's why a database-driven website is like a sandwich machine.

## Domain Name Forwarding

Domain name forwarding is like a hall of mirrors.

Ever been in a hall of mirrors at a circus or carnival? You go in, and you think you're heading in one direction only to find out – bonk! – that was a mirror or glass, and suddenly you're headed in a different direction all together.

That's what domain name forwarding is like.

Say you're on the Internet and you hear about a great new product and you can find out all about it at **newproduct.com**. So you type “**newproduct.com**” into your browser.

Only you don't end up at **newproduct.com**. Instead, you somehow end up at **othersite.com**. You're not too concerned, because there on the page is the product you were looking for as well as some other products besides.

But how come you didn't end up at **newproduct.com**? And if the people with the product wanted you to end up at **othersite.com**, why didn't they put that domain name instead?

To answer the first question, you probably ended up at **othersite.com** instead of **newproduct.com** because of domain forwarding. If so, the people who set this up did the following:

- They bought the domain name **othersite.com** and created a [website](#) there with **all their products**.
- They bought the domain name **newproduct.com** and told people that's where the **new product** info is.
- They used domain forwarding so that whoever went to **newproduct.com** would get forwarded to **othersite.com**. They could use domain forwarding with other domain names as well, such as **bigproduct.com**, **smallproduct.com**, and **tinypproduct.com**. No matter which domain name you went to, you'd end up exactly where they wanted you, which was at **othersite.com**, where **ALL their products** are.

To answer the second question, the reasons they'd do this are:

- Instead of having different websites for each product, people often put all their products on one site, or at one domain name, but advertise the products individually using product-specific domain names. Why? (see below)
- It's more impressive to have a product-specific domain name (e.g., **superbike.com**) than just a generic domain name (e.g., **bikestore.com**). It's also more likely you'll remember the product-specific domain name.

Now, most of us would only be mildly confused to end up on **othersite.com** when we thought we were going to **newproduct.com**. In fact, a lot of us wouldn't even notice we didn't end up at the domain name we thought we were going to – not unless we looked at the top of our browser to the [URL](#) address of the webpage we ended up on.

But where it can get confusing is this. The people with the domain name **newproduct.com** could use **masked domain forwarding**. With masked domain forwarding, you'd type in **newproduct.com**, you'd end up at **othersite.com**, but the fact you were forwarded would be masked. In other words, the URL address at the top of the browser would indicate you were indeed at **newproduct.com**, when in fact, you were at **othersite.com**.

And to make things even more confusing, no matter which page you went to on **othersite.com** (which is where you'd really be), the URL at the top of your browser would still read **newproduct.com**. Now that's confusing!

Either way, masked or unmasked, domain forwarding simply spins the visitor around a bit, moving them this way when they thought they'd be going that way.

And that's why domain name forwarding is like a hall of mirrors.

If you want to forward a domain name, you can do so here:

- [Domain Name Forwarding](#)

## Domain Name

A domain name is like a ticket stub.

Ever go to a function where they're going to be drawing for prizes later? When you come in, they give you a ticket stub and keep the other half for themselves. Your stub has a unique number on it. The part they kept has that same number on it.

When it's time for the prizes, they stir up all the tickets and pull one out. And did you win? How can they know for sure? Simple. They read that unique number out and you jump! That's how they know who you are.

In fact, they can find you in the middle of the entire crowd, and they don't need to know your name, or your face, or anything about you. As long as you jump up when they call out that unique number, they can find you. That's one efficient system.

That's what a domain name is like.

A domain name such as **mywebsite.com** is a unique identifier. Once you own a domain name, nobody else can. Sure, they can buy **mywebsites.com** or **miwebsite.com**, but not **mywebsite.com**.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

And if anybody anywhere wants to find your site, all they need to know is that your unique identifier is **mywebsite.com**. They type **mywebsite.com** into their [browser](#) and your [website](#) jumps up. The domain name connects people with where your website is located, even in the middle of all the other websites, and all because every domain name is unique.

But what if you want to buy the domain name **coolstuff.com** and someone else already owns it? Well, you have some options:

- Buy a similar domain name, such as **reallycoolstuff.com** (if it's available)
- Buy the **coolstuff** domain name but with a different extension, such as **coolstuff.org** or **coolstuff.ca** (if they're available)
- Contact the owners of **coolstuff.com** and see if they'll sell it to you. To find out who owns a domain name and how you can contact them, simply type in the domain name at the following page:

<https://secure.registerapi.com/services/whois.php>

At the end of the day, a domain name makes it easy to find a single website amongst all the other websites out there.

And that's why a domain name is like a ticket stub.

Buying a domain name is easy:

- [Buy a domain name here](#)

## eCommerce

eCommerce is like playing house.

Ever play house as a kid? You don't even have to be in a house to play it. You just say, "The kitchen's over there, and this is the laundry, and here's the garage," and so on. You make it all up in your mind, but none of it's really there.

You can add stuff whenever you want, and you can decide it's the end of the workday even if it's really ten o'clock in the morning.

That's what eCommerce is like.

With eCommerce, a business doesn't have to be in a traditional business-type setting or building. If they want a store, they just:

- make some webpages (which are really only computer files)
- upload them to a [server](#) (which is really only a computer hooked up to the [Internet](#))
- make sure they have a way their customers can pay them (a [payment provider](#))

And suddenly they have a store, even though there's no "actual" store anywhere that anyone can "go into." And it can be open 24 hours a day.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

But just as playing house isn't just about the kitchen, eCommerce isn't just about selling things online. With eCommerce, if a business wants a service department, they just:

- create an [email](#) address
- then make sure somebody somewhere (anywhere) is going to pick up the emails sent to that email address

Or they might put customer support information on their [website](#) – things like Frequently Asked Questions (FAQ), or installation instructions, or product registration forms.

Or they might make up tools their customers can use, such as a [mortgage calculator](#), or a [currency converter](#), or even an [ovulation calculator](#).

Or they might provide access to a person they can contact for help through email, or [chat](#), or a phone number (maybe), or even snail mail (regular postal mail).

They just make up what they need to do business online as they go along because it's so easy to make it up.

And that's why eCommerce is like playing house.

## **Email**

Email is like cross-pollination by bees.

Ever wonder how flowers get fertilized without being able to move around? Some flowers can only be fertilized by pollen from another flower. This process is called cross-pollination. Amazingly, these flowers get the pollen they need from other flowers without having to move an inch. How? Bees bring the pollen.

The bees crawl around in one flower and get covered with that flower's pollen. Then the bees fly to other flowers and crawl around in them, leaving behind the pollen, fertilizing the other flowers in the process.

The one flower "sends" the pollen. The other receives the pollen. Neither moves anywhere.

That's what email is like.

One person sends something (a message) and the other person receives it, while neither person had to move at all. In the case of email, the thing that's sent is carried by a specific part of the [\*Internet\*](#) that delivers email messages.

But email is slightly different than the bee example in that the message doesn't go directly from one person to the other. Instead, it stops in the middle at a [\*server\*](#),

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

which is just a computer hooked up to the Internet. The message waits there until the other person is ready to receive it. So it's as if the bee gets the pollen, then waits by the lily pond until the second flower says it's ready for the pollen.

Another difference is that unlike with the bees, using email doesn't lead to getting fertilized – but of course that depends on what type of emails you're sending.

And that's why email is like cross-pollination by bees.

*Author's Note:* Now you can get email at a domain name even if you don't have a website. For example, you could buy the domain name **joeblow.com** and create an email address like **joe@joeblow.com** where you could get your email even without a website. To set something like this up, you can go here:

- [Email Packages](#)

## **Email Marketing**

Email marketing is like butterfly pheromones.

Ever notice how you usually don't see that many butterflies? And then one day you'll actually see two of them, and they're kind of, well, they're sort of, well, let's just say they're flying awfully close. So close, in fact, that there's no doubt they're mating. And you know it's a good thing when there's that much closeness going on.

But since you usually don't see butterflies that often, how is it that now there's two of them? And in the same place at the same time?

The answer is pheromones.

Pheromones are chemicals that butterflies and other insects release to communicate over long distances. In the case of butterflies, they can release a pheromone to announce they're available for mating. Within a short period of time, another butterfly gets the pheromone message and suddenly, the two butterflies have hooked up. And all is good.

That's what email marketing is like.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

Merchants have products or services they provide to Customers. And sometimes it might seem like there's not very many customers around, or the Merchants would simply like it if there were more customers in general.

So the Merchants decide to use email marketing. First the Merchants make it known they're going to send out [emails](#) every so often announcing special sales and communicating bits of information they know their Customers will appreciate.

The Customers are intrigued, and "sign up" to receive these emails by telling the Merchant their email address. Finally, the Merchant sends out the email messages, often called e-Newsletters.

And just like with the butterflies, the messages get received – even over long distances – and often lead to the Customer and the Merchant hooking up again. And all is good.

And that's why email marketing is like butterfly pheromones.

Here's where you can discover all you'd ever need to know about email marketing:

- [AWeber](#)

## Flash

Flash is like French kissing.

Ever remember your first kiss? Most of us stumbled into the world of kissing sometime in adolescence without much instruction, if any. Sure, we stumbled, but it was worth it. And eventually we found our way, we hit our stride, and we knew how to kiss.

Then, suddenly, something turned our world upside down – someone laid a French kiss on us. And one thing was for sure – French kissing was kissing, yet different.

That's what Flash is like.

We probably don't encounter Flash the first time we [browse](#) around on the [Web](#). In fact, most of us get used to good old webpages – how they look, how they react, what they do. And just when we think we got this Web thing figured out – wham! – we come across a Flash-based website, or even just some funky part of a normal webpage that's Flash-based. And we notice certain things:

- Maybe things moving around, fast!
- Maybe interactive things, almost like a little movie you get to control
- Maybe video or sound
- Maybe it just seems pretty dynamic for a webpage

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

That's Flash, and that's just the tip of it. Flash is a program for creating all kinds of things, but mostly it's used for making "movies" that people drop into various parts of normal webpages. It could be a Flash [banner ad](#), or a Flash company logo. These Flash "movies" download really quickly due to their small file size, and can do pretty flashy things.

Sometimes an entire [website](#) will be made in Flash, which usually means it will take longer to download than a normal website. So when people make an entire website in Flash, they'll often offer a non-Flash version of the site (e.g., Hollywood movie websites often have Flash and non-Flash version of their websites).

Flash is so different from usual content on the Web that your browser won't know what to do with it unless you've downloaded the Flash [plug-in](#) first.

And that's why Flash is like French kissing.

You can download the Flash plug in here:

- [Flash Plug-in Download](#)

You can buy Flash here:

- [Buy Flash](#)

## **FTP (File Transfer Protocol)**

FTP is like a can-and-string phone.

Ever tie a string between two tin cans to make a “phone” when you were a kid? Whatever you say into one can comes out the other can with only that little string connecting the two.

That’s what FTP is like.

FTP stands for File Transfer Protocol, which is a fancy way of saying it’s a can-and-string phone, but for computer files instead of speech.

FTP is a protocol (an agreed upon way computers will act regarding a certain task). Using FTP software, you can send a file from your computer (your “can”) across the [Internet](#) (the “string”) to another computer (the other “can”) where a duplicated copy of the file will end up.

You can also get a copy of a file from another computer using FTP software. You can also delete a file on another computer. Or rename one. Or create a folder. In fact, with FTP software, you can basically do any type of file management on another computer that you could do on yours.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

Now if you're thinking someone could use FTP software to get into your files and delete them or rename them or whatever, don't worry. Unlike the can-and-string phone, not just anyone can grab the other end of the line and gain access to your end. You need a username and password, and you need to know where the other computer is on the Internet. In other words, you have to have some inside info before you can use FTP to hook up with another computer.

Web developers use FTP a lot, because they create webpages on their personal computers, but then need a way to get them onto the [server](#) where others can access them on the Internet. When the webpage file is ready, the web developer will send the file to the server through FTP.

And that's why FTP is like a can-and-string phone.

Here's some FTP software you can check out:

- [CuteFTP](#)
- [WS\\_FTP](#)

## HTML (HyperText Markup Language)

HTML is like shoptalk.

Ever hear people talking shoptalk? You understand this sentence, and that sentence, and then suddenly they say some weird term you don't understand, and then it's back to normal talk. Say it's two stockbrokers talking about how the price of oil is going up again and how the economy is shaping up and how it's a <bear market> so they're going to start <shorting> <positions>. Then they stop and look at you and say, "Don't worry, we'll take care of all the details."

That's what HTML is like.

HTML stands for HyperText Markup Language. It's the language people use to make webpages. You can see it by looking at the source code of any webpage (in Windows, RIGHT CLICK any webpage and select VIEW SOURCE).

The stuff in the <angled brackets> is HTML. The rest is good old language you or I would understand. The stuff in the <angled brackets> is special language that means special things. It's really meant to tell the [browser](#) how to display the webpage in question.

The browser understands the HTML shoptalk so you don't have to worry about it. You just tell your browser which page you want to see, and all the HTML shoptalk is handled for you. Just enjoy the webpage.

And that's why HTML is like shoptalk.

To learn more about HTML, you can go here:

- [HTML Homepage](#)

To buy a program that will take care of creating all your webpage HTML needs without you having to learn HTML, click the link below:

- [Dreamweaver](#)

## Internet

The Internet is like a refrigerator.

Ever stop and think about how cool a refrigerator is? (pun intended) And what makes refrigerators even cooler appliances is that they're not just one big icebox. You got the crisper section with vents to keep veggies fresh. You got the dairy section with a sealed drawer to keep cheese nice and dry. Then there's the super-insulated freezer section, the easy-to-reach condiments section, and with each section comes the great things it contains.

Put it all together and you got a refrigerator.

That's what the Internet is like.

It's really a large container that holds a bunch of sub-containers together. In this case, all the containers are networks. So the Internet is a network that holds a collection of sub-networks. So what are these sub-networks? Here's the biggies:

- [World Wide Web](#) (that's right, the Web and the Internet aren't the same thing!)
- [email](#)
- [FTP](#)
- [Chat](#)

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

- Telnet
- Gopherspace
- P2P
- Instant Messaging

And just as each section in the fridge is different (e.g., vented drawer), so too, each sub-network of the Internet is different. And since each sub-network is different, you use a different type of software to work with it.

For example, you use a [browser](#) (e.g., Netscape or Internet Explorer) for the World Wide Web. You use an email client (e.g., [Eudora](#) or Outlook Express) for email. You use FTP software for FTP, and so on.

And when you put all the sections together, you've got the Internet.

And that's why the Internet is like a refrigerator.

## ISP (Internet Service Provider)

An ISP is like a tollbooth.

Ever wanted to go somewhere, but in order to get there you had to pay a toll before they'd let you on the highway?

That's what an ISP is like.

ISP stands for Internet Service Provider. They're the companies you pay in order to be allowed to get on the Information Highway (the [Internet](#)). You pay your toll, and you're on your way (as long as you have a computer, and a [modem](#), and a [browser](#), and so on).

And that's why an ISP is like a tollbooth.

Here's an ISP you can check out to get you on the Internet:

- [PeoplePC](#)

## **Javascript, Perl, CGI**

Javascript, Perl and CGI are like cheerleaders.

Ever watch a sporting event where all the fans just sat there? Sure, they sat there – but only until the cheerleaders whipped them into shape.

Suddenly the fans were moving about, chanting messages back and forth with the cheerleaders, and everything was generally more exciting.

That’s what Javascript, Perl and CGI are like.

Each serves different functions, but together they make it possible for [websites](#) to be more active.

Javascript makes it possible for webpages to do things like make sure all the required fields in a form (e.g., “email address”) are filled out correctly before the form gets submitted.

Perl makes it possible for websites to do things like receive the info submitted by a webpage’s form and save it in a text file.

And CGI makes it possible for information to get passed back and forth from here to there on websites and the [servers](#) they live on.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

Suddenly, websites can be far more active.

And that's why Javascript, Perl and CGI are like cheerleaders.

To learn more, here's some websites to check out:

- [Javascript](#)
- [Perl](#)
- [CGI](#)

## Modem

A modem is like a secret decoder ring.

Ever have a secret decoder ring when you were a kid? First you received a secret message from someone. Then you used your decoder ring to look up the secret message's numbers, letters or symbols and find their corresponding letters to "decode" the secret message. Finally, you had the secret message back in its original form so you could read it.

So the secret message might come in looking like this:

- Xyz gera9sor oe piue fjk owlp

And after you pass it through the decoder ring, it might look like this:

- The treasure is under the boat

You could even do the opposite – make your own secret message by using the decoder ring to turn a normal sentence into its secret version, and then send it off to someone else with a decoder ring.

And the more you used the ring, the faster you got so you could read and/or send your messages in less time.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

That's what a modem is like.

Modem is short for **M**odulator/**d**emodulator. Modulating is like taking the normal message and making it secret. Demodulating is like taking the secret message and making it normal again.

For example, when you type in a [URL](#) address in your [browser](#) to view a webpage, the webpage already exists on another computer called a [server](#). But before the server sends the webpage information to you, it gets modulated into a different version that can be sent over the phone lines used by the [Internet](#) to your computer. (It's really not about keeping anything secret. Rather, phone lines were designed to carry human voice signals, not digital computer info.)

The same is true if you're sending something from your computer to another computer on the Internet (e.g., sending an [email](#)). Before the info gets sent, your modem changes it so it can go over the phone lines. Then the modem on the other end changes it back so the receiving computer can read it.

And the faster the modem, the faster you can receive and send info over the Internet.

And that's why a modem is like a secret decoder ring.

## Payment Providers

Payment providers are like ticket sellers at a carnival or circus.

Ever go to a carnival or circus where you buy a bunch of tickets so you can use them to go on rides or buy food? The ticket sellers don't care if you use the tickets for bumper cars or corn dogs. They just make it possible for you to get whatever you want.

That's what payment providers are like.

Say you want to buy an ashtray from an Elvis [website](#), but the Elvis website doesn't really have any way to get your money directly. So how can you pay for, and get, your ashtray?

This is where payment providers come in. They are almost like an online bank. They stand between you and the Elvis website. They agree to take your money and keep it safe. Then they let the Elvis website know you've paid for the ashtray. Then the Elvis website sends you the ashtray.

The payment provider, like the ticket seller at the carnival, doesn't care what you end up buying. They just hook up buyers with sellers.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

So the Elvis website gives the payment provider a small cut for every transaction, and in return they get to sell their ashtrays. You, the visitor, don't really care as long as you get that ashtray with Elvis inside.

And that's why payment providers are like ticket sellers at a carnival or circus.

If you're looking for a payment provider, you can check this out:

- [PayPal](#)

## **PDF (Portable Document File)**

A PDF is like a fossil.

Ever see a fossil? We're talking about seeing a moment from the ancient past, frozen in time, exactly as it was back then. How was the fossil made? Years of mud and gunk piling on top of it? A flash flood? A volcano erupting? It doesn't really matter, because you have that perfect representation of what was going on back then – you have that fossil.

That's what a PDF is like.

PDF stands for Portable Document File. And when they say the document is “portable,” they mean it can be passed around from person to person, just like a fossil, and it doesn't change. That means no matter who looked at that file, it would always look the same.

And just like the fossil, it doesn't matter how the Portable Document File was originally made, it will still look the same. Say, for example, someone made a document in the software program called Word, and then tried to pass it around to others. First of all, the others would have to have the Word program (and maybe even the right version of Word) to view the document. Second, if the others didn't have the same fonts, the document would look different right there.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

But if that same document was turned into a PDF, the others could open it whether or not they had Word.

The only catch is this: **to turn a document into a PDF**, the document's creator would also need a piece of software called [Adobe Acrobat](#) (or some other software that creates PDFs). You have to buy this software.

And **to view a PDF**, you need a piece of software called Adobe Acrobat Reader. Fortunately, Acrobat Reader is FREE, and can be downloaded at the Adobe website:

- [Adobe Acrobat Reader Download](#)

PDFs are great for the [Internet](#), because it lets people and businesses save their files in a format that they know won't get all messed up when opened by the target audience. Better yet, Acrobat Reader can open PDFs saved on a computer (in this case, Acrobat Reader opens as a stand-alone software program) or Acrobat Reader can open PDFs downloaded by a [browser](#) (in this case, Acrobat Reader is acting as a [plug-in](#)).

And since PDFs and Acrobat Reader are pretty well known, lots of people already know what's up when a PDF floats their way.

And that's why a PDF is like a fossil.

## Plug-ins

Plug-ins are like Popeye's spinach.

Ever watch Popeye the Sailor Man cartoons? All on his own, Popeye could do quite a lot. He could walk and talk and sing and smoke his pipe. But when it came time to deal with his nemesis, Brutus, Popeye just wasn't up to the task.

Not until he ate his spinach, that is. And suddenly, good old Popeye could do even more than before. That's when things always got exciting, and, suddenly, handling Brutus was no problem.

That's what plug-ins are like.

Just like Popeye all on his own, a [browser](#) can do quite a lot. It can display webpages and work with special languages like [Javascript](#). But when it comes time to deal with other special things like audio or video or [Flash](#) content or Portable Document Files ([PDFs](#)), well, browsers often aren't up to the task.

Not until they're equipped with some plug-ins, that is. And suddenly, your good old browser can do even more than before. That's when the [Internet](#) can get even more exciting.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

You see, the plug-ins are like little bits of software that work with your browser so it can display even more kinds of content than just plain old webpages.

Unlike Popeye's spinach, the plug-ins are usually made available for FREE. How come the plug-ins are free? Because the money gets made selling the software that creates the content that the plug-ins are for.

For example, Macromedia makes a software program called [Flash](#). You have to buy the software to make Flash-based content that you can put up on the Internet. But for someone to view your Flash-based content, they'll need to go to the Macromedia website and download the Flash plug-in. Then their browser will be able to display Flash content. And since Macromedia wants to sell lots of their Flash software to developers, they make the plug-in free to the general public so that it's easy to view Flash-based content.

And that's why plug-ins are like Popeye's spinach.

## QuickTime

QuickTime is like a movie projector.

Ever watch home movies? You know, the original kind with the actual film on a reel, and the clickity-clack of the projector, and everyone sitting around in the dark? If so, you might have found that your projector could only play 8 millimeter movies, not Super 8. And it might have had sound, or not. Boy, those were the days.

That's what QuickTime is like (kind of).

QuickTime is a piece of software you download for FREE from Apple Computers. It lets you play movies and audio files that are on your computer (in this case, QuickTime is acting as a stand-alone program) or play movies and audio files downloaded through a browser (in this case, QuickTime is acting as a [plug-in](#)).

So how is that like the good old movie projector? Well, the movies and audio files have to be QuickTime files, otherwise the QuickTime software can't play them. But that's not even exactly true. QuickTime can convert some non-QuickTime files and play them, but not others.

Regardless, most places on the [Internet](#) that provide video and/or audio files usually provide QuickTime versions along with other versions that can be played

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

by other “projectors,” such as RealPlayer or Windows Media Player, that are basically the same thing as QuickTime.

And that’s why QuickTime is like a movie projector.

You can download QuickTime here:

- [QuickTime Download](#)

## Search Engine

A search engine is like a librarian.

Ever tell a librarian you want to find out about the Bermuda Triangle? Or maybe planting perennial bulbs? Or raising pit bulls? It probably didn't matter what you were interested in, the librarian could point you in the right direction. Yet that's all she did, point you in the right direction. She didn't tell you the answer to your question. Why? Because she hasn't memorized all the books in the library!

That's what a search engine is like (kind of).

You ask it a question about anything, and it will spit back where you can go to look for it (or 100 000+ places you can go to look for it). The librarian told you to look in such and such a section of the library, while the search engine provides links you click on to go to specific [websites](#).

The librarian knows where to point you because the library is organized into various areas of common interest, and the books are organized in a particular order. But the [Internet](#) is a little more willy nilly than that. And that makes the search engine's job a lot more difficult than the librarian's. Why?

Because that means the search engine has to read and memorize all the webpages first, so that it knows what's in them. That way, when you ask about pit bulls, the

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

search engine doesn't just point you toward the "pets" area. Instead it says, "Ah, pit bulls. Of the 8 billion+ webpages I've read recently, here are the ones that talked about pit bulls."

Obviously the search engine has to have a pretty good memory. Actually, it uses a database, which is just a way for computers to store information into specific slots for quick and easy retrieval later. When the search engine "reads" through all the webpages available out there, it makes note of what those webpages talk about. So when you ask about planting perennial bulbs, it's no problem for the search engine to search through its own database of information and provide links for you to go to the very same pages it's already skimmed that deal with tulips and the like.

And that's why a search engine is like a librarian.

Here's some search engines you can check out:

- [Google](#)
- [MSN](#)
- [Yahoo](#)

## Server

A server is like a chef.

Ever watch the chefs in a restaurant kitchen? They have all the ingredients just sitting there waiting to be combined and sent out in one nice presentation on a plate to your table.

That's what a server is like.

A server is really just a computer that's been set up to deliver its contents over the [Internet](#) to the people that come its way. For example, if you want to go to the [website mywebsite.com](#), the individual webpages that make up that website are saved as files on a computer somewhere. That computer is a server. So you type **mywebsite.com** into your [browser](#), and what happens? The **mywebsite.com** website appears!

True, but some other stuff happened first.

First, when you typed in **mywebsite.com**, your browser sent out a request over the Internet that found its way to the server where the mywebsite.com files are saved (the unique [domain name](#) is what found the server).

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

Then, just like a chef, the server receives the order and starts putting together everything required to fill that particular order. If the file you requested is just a good old webpage, not too much has to be done.

But if that's a [\*database-driven\*](#) webpage, then the server has to get a bunch of information from a database on the server first, then stick it into the webpage in all the right places, and then it's ready to go. Just like in a restaurant, each request is different and the server has to combine everything into one package, then send it out to you.

In this case, the server sends all the information back to your browser, which makes sure you see the webpage as it's supposed to look.

The same holds true for [\*email\*](#). If you use software like Eudora or Outlook Express to open your email, you've actually sent a request to an email server where all your incoming messages have been waiting for you. The server sees your request for your new emails, and it sends those files to your email software, and voila!, there they are.

And that's why a server is like a chef.

## SPAM

SPAM is like a mosquito in your bedroom at night.

Ever have a mosquito in your bedroom at night? Oh, man. There you are, nice and happy, about to fall asleep when, *zzzzzzz*, there's this irritating buzzing in your ear. You whack at the source. The *zzzzzzz* stops. You got it. Good.

But wait a few minutes and, *zzzzzzz*, there it is again. You take another swipe, then another. Maybe you even jump out of bed and flick on the lights. But you can't find that crazy mosquito. Or maybe you do find it, and gladly squish it.

Then you go back to bed and are almost asleep when, *zzzzzzz*. Yes, another mosquito. Who invited these things to the party? Didn't you put screens on the windows to stop this very thing? Can't the mayor do something about it?

That's what SPAM is like.

SPAM is when someone sends one [email](#) to a whole bunch of people who were minding their own business and didn't ask to receive the email. Suddenly it appears in your Inbox, uninvited and rather annoying.

So how do you stop it? Simple, delete the email. But then you get another one from the same spammer. You might try to tell them to take you off their list. And they

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

might actually take you off their list (or not). You might try to block their emails so you just don't get them in your Inbox. But even if that works, another spammer will find your email address somehow and start sending you other SPAM emails.

Tired of all the unsolicited emails, you might get serious and get anti-spam software (it might even come with your [anti-virus software](#)). And that might stop most of the SPAM. But why can't SPAM be stopped all together?

Well, the mayor might not be able to do anything about stopping SPAM, but the US Government is taking it seriously. In 2004, their CAN-SPAM Act became law, dealing with email "whose primary purpose is advertising or promoting a commercial product or service, including content on a [Web site](#)."

--quoted from <http://www.ftc.gov/bcp/online/pubs/buspubs/canspam.htm>

And that's why SPAM is like a mosquito in your bedroom at night.

For software that will help you stop incoming SPAM, check this out:

- [McAfee](#)

## Template Website

A template website is like a new wallet.

Ever buy yourself a new wallet? You start by looking around for one that's designed the way you like. Then when you're happy with one, you say, "This is the wallet for me!" You hand over some money to seal the deal, and then what?

You get to work making that shell of a wallet your own personal space. You slip your license in here. You put a credit card there. You insert a picture of a loved one over there. In other words, you accessorize, you customize, you fill up the shell with your own stuff.

That's what a template website is like.

First, a template website company goes through the trouble of making up a bunch of [website](#) templates – shells, designs, call them what you like, but they're basically like an empty wallet. The design is sitting empty, just waiting for you to take over and fill it with your stuff.

So you look through all the website templates available until you find one you like based on its style (corporate? fun? sophisticated?), its colors, its lines, just as if you were sizing up a new wallet.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

Then once you've picked your template and signed up to be able to make it your own, you get to go in using your [browser](#) and put photos or logos or graphics where you want, text where you want, and so on. And just like your own wallet, you can go in anytime to rearrange things, add things, take things out. It's your website, so you should be able to make it the way you want!

And template websites sometimes include [web hosting](#) and [email](#) support, so you're getting all that stuff in one package.

And that's why a template website is like a new wallet.

Here's a template website provider you might want to check out:

- [Template Monster](#)

## URL (Uniform Resource Locator)

A URL is like a leftovers note.

Ever get a leftovers note when you came home late one night? It might have said something like:

“Went to bed. There’s chicken in the fridge and pie in the freezer.”

That’s what a URL is like.

URL stands for Uniform Resource Locator, which is really a fancy way of saying it tells you where something is located on the [Internet](#). Most of us only encounter URLs that tell us where a [website](#) or webpage is. For example:

- The URL **http://www.somedomain.com** tells us where the **somedomain.com** website is located
- The URL **http://www.somedomain.com/product1.html** tells us where the webpage is for product #1 on the **somedomain.com** website

But if you went to either of the URLs above (they’re fictitious by the way) you’d encounter dozens, if not hundreds, of other URLs along the way, probably without even knowing it. How?

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

Well, every image that appears on any webpage is stored on a computer somewhere that's connected to the *Internet* (this computer is called a *server*). And when a webpage's URL is typed into a *browser*, the browser doesn't just receive the webpage file, it also receives all the individual image files that appear within that webpage. And each of those images has to be found in order to be sent along with the webpage file. And guess how each of those images are found – that's right, their own URL.

So while **http://www.somedomain.com/product1.html** could be the URL for a specific webpage, that webpage could include a URL like **http://www.somedomain/images/logo.gif** which would mean there's a logo image file named "logo.gif" and it can be found in the "images" folder on the same server that the **product1.html** webpage file is located at.

And then there'd be a URL for the "Special Sale" image on the same page, and another URL for the "Product 1" image, and so on and so on. And there'd also be URLs for *Flash* content, or audio, or video, or whatever else ends up on that webpage.

And just like there's only one leftovers note that points out the location of multiple things (chicken here, pie over there), so too a webpage's URL can ultimately point out the location of multiple things using multiple URLs.

And that's why a URL is like a leftovers note.

## Website

A website is like an extended family.

Ever wonder what exactly an extended family is? Well, it can be parents and children (or not) and even other relatives (or not). They might all live in the same dwelling (or not), or maybe living close to each other (or not). In other words, there's no rigid definition. It really comes down to a bunch of people who are somehow connected, often by their last name.

That's what a website is like.

A website can be webpages, a database, and even video and audio. All these things might be stored on a single computer connected to the Internet (or not).

In other words, there's no rigid definition. It really comes down to a bunch of resources that are somehow connected, often by the fact that they can all be accessed by starting at a single [domain name](#) such as **mywebsite.com**.

And that's why a website is like an extended family.

To buy a program for creating websites, click the link below:

- [Dreamweaver](#)

## Web Hosting

Web hosting is like a flea market.

Ever been to a flea market? A whole bunch of Customers assemble in one central area where a whole bunch of Merchants sell their goods. These Merchants could just as easily sell their goods from their own front porches, but who wants all those Customers walking across their front lawn? Besides, the flea market already has a link to the Customers – they’re all set up to handle the traffic.

That’s what web hosting is like.

A whole bunch of people wanting to have a [website](#) on the [Internet](#) upload their webpage files to one central computer called a [server](#). The company that owns the server is called a web host. They provide web hosting when they make their servers available for people to save their webpages on (for a price, of course).

But web hosting doesn’t just mean storing webpages. It also means delivering them, which really means that when you type in a certain webpage’s [URL](#) address in your [browser](#), all the information that shows up in your browser was sent to you by the web hosting company’s server. You see, they already have a link to the Internet – they’re all set up to handle the traffic.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

Sure, you could set up your own computer to act as a server. But then whenever anybody wanted to view your webpages, your computer would have to deliver those pages, and you might not want all that traffic coming to your computer. Why not let somebody else's computer do all that work, and be turned on all the time, and checked to make sure it's working properly, and so on?

So web hosting is almost like a flea market where the Merchants set up their tables of goods then go home and let the flea market owner manage their table while they're away.

And that's why web hosting is like a flea market.

Here's a link to a web hosting company I've used for many years:

- [HalfPrice Hosting](#)

## World Wide Web

The World Wide Web is like the Milky Way galaxy.

Ever see a picture of the Milky Way galaxy? (That's our galaxy, by the way). It's a massive collection of stars and planets and all kinds of cool things. And there's always new things popping up here and there (like nebulas) and other things disappearing here and there (like stars). It's all very fluid.

And it's so big you'd think that it must encompass everything there is. I mean, the Milky Way contains something like 200 to 400 billion stars and is about 100,000 light years across (meaning if you were jetting at the speed of light, it would take you 100,000 years to go from coast to coast). But at one time, the Milky Way was really tiny – it's just expanded a lot since then.

That's what the World Wide Web is like.

Back in 1989, the Web was only about 50 people sharing webpages using an agreed up method called HyperText Transfer Protocol (that's what "http" stands for at the beginning of [URLs](#)). Only 50 people? That's really tiny.

From there it grew into the massive collection of webpages and Portable Document Files ([PDFs](#)) and [Flash](#) resources and [QuickTime](#) video and audio files and [Zip files](#) and all the other things that are stored on the thousands of computers (called

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

[servers](#)) connected to the [Internet](#). And there's always new resources being uploaded onto new servers, while other resources and other servers disappear. It's all very fluid.

And it's big. As I'm writing this, the [search engine Google](#) has searched through 8,058,044,651 webpages just so it can tell you where you can find a [free greeting card website](#) or [all natural toothpaste](#). As for how many people are using the Web, nobody knows for sure, but whatever the number, it's growing by leaps and bounds. Still the Web is only a subset of the Internet, just one part of the whole (albeit the largest part).

And that's why the World Wide Web is like the Milky Way galaxy.

## Zip Files

Zip files are like dehydrated food.

Ever have one of those backpacker meals? The type that are super lightweight because all the water has been sucked out of them? When you finally sit down at the end of a long hike you simply add water and heat and presto! Meat loaf! Or something that kind of looks, feels and tastes like it.

That's what Zip files are like (only better).

All computer files, just like meat loaf, have stuff in them that can be taken out to make them "lighter." In the case of computer files, taking stuff out of them actually makes them smaller in size, not lighter. Smaller means they take up less space on your computer, but even more important, smaller means easier and quicker to send over the [Internet](#).

But what's the stuff they take out of the files? Isn't everything in there important?

It's not so much that zipped files have stuff taken out. It's more that the files have been reformatted to have the same information as before, but in a type of shorthand that computers can understand while still retaining all the same info as before.

## The Internet Is Like A Refrigerator

And Other Weird Comparisons That Make It Easy To Understand Everything From AOL to Zip Files

---

And just like the dehydrated meat loaf, before you can dig in to a zipped file, you have to revert it to its former state. In the case of a zipped file, that means unzipping the file. This simply reformats the file back to its original state (and size). Unlike the meat loaf, though, this reconstituted file will be exactly as it was originally, not an imperfect match.

So how do you zip a file? Well, to zip a file (or compress it), you need to buy software like [WinZip](#) or [StuffIt](#).

And how do you unzip a file? To unzip a file (or expand it), there's FREE software like [Stuffit Expander](#).

There's other ways and formats for compressing and expanding files, but the end result is the same – smaller files.

And that's why Zip files are like dehydrated food.

## CONCLUSION

So that's it. Now you know everything about the [Internet](#), right? Well, almost.

I'd encourage you to keep learning, and a great place to find content is...you guessed it, the Internet.

Since I wrote this eBook for you, I'd love to hear what you thought about it. If you'd like to write me, you can at [refrigerator@grantpasay.com](mailto:refrigerator@grantpasay.com). I can't promise a response (especially if my [SPAM](#) filter thinks your email is a nasty mosquito), but you just might end up getting something special from me in return. And I promise not to add your [email](#) address to any list, share it or sell it.

Otherwise, I wish you all the best in whatever you do with your life. And don't forget, you're like the Internet – ever growing, capable of new things every day, touching the lives of all kinds of people, and a potential source of many great things.

Cheers,



Grant Pasay