

Internet Trends

Internet Learning Tutor Teaches Web Basics

(NAPSA)—Do you find yourself left out of conversations regarding the latest breaking news and lifestyle trends because you don't know how to use the Internet? Are you missing out on the latest shopping deals? Do you have trouble making and keeping track of bill payments?

In today's wired world, Dataquest 2002 reports 39 percent of U.S. households still do not have Internet experience. Meanwhile, 80 percent of small businesses have Internet access, but many lack the skills to reach new customers and market online, according to the Verizon SuperPages.com Fourth Annual Small Business Internet Survey conducted by Gallup.

Verizon SuperPages.com offers a free online interactive training series that helps beginner and intermediate users learn everything from recreational Internet use to online marketing skills for small businesses.

By logging on to SuperPages.com (www.superpages.com), users can click on the Internet Learning Tutor to get easy online instruction with three comprehensive lesson plans. Tutorials include interactive quizzes, exercises and adventures, including how to use the Internet to plan a vacation.

- Level 101: At this level, students use an Internet glossary to master basic terms. Interactive training shows them how to use the five basic Internet utilities—weather, news, maps, search engines and shopping directories.

- Level 102: This level offers hands-on training for the latest multimedia applications. Lessons include downloading the most up-to-date movie clips and music using



A free Internet course is available online for consumers and small business owners who want to get the most out of the Internet.

plug-ins and streaming video. Other valuable topics include shopping safely and securely.

- Level 103: Small businesses or individuals interested in starting a small business can learn how to effectively market online through interactive topics in Level 103. Discussions include marketing to current and potential customers by using a Web site, e-mail and online advertising.

Strategy coaching also is available to help lay the groundwork for a successful online marketing campaign, including setting realistic goals that ultimately pay-off in measurable results.

A workbook, "How to Really Market on the Internet," may be downloaded as a PDF from the Resources section of the Tutor.

To learn more, visit www.superpages.com.