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PICS Tags Updates

This month, we are updating the PICS tags on all client websites to include a PICS tag on every page. These updates are included in your hour per month of Promotion, Maintenance and Technical Support we include with your Website Hosting and Email service.

PICS tags are used to tell a browser set with content controls how much questionable material a web page contains. PICS tags ratings cover several categories, including violence, nudity, sexual material and profane language. While none of our hosted clients' websites contain questionable material, PICS tags are still important to include on every web page. The tags tell browsers that your page does not contain questionable content, and are therefore safe for all viewers. This ensures that your website can be seen by both home and office users that have content controls and filters installed, including anti-porn software.

Please note that Klein Internet Marketing Group does not work on website with questionable content.

Related Articles: [Tutorial on PICS Tags](#)

Introducing Groopz

We are pleased to announce that Klein Internet Marketing Group is now a reseller of Groopz. Groopz allows live operator assistance to be featured on your website.

Groopz works similar to instant messaging programs such as AOL Instant Messenger or Trillion. When a visitor comes to a website that features Groopz, the website's operator can message the visitor to offer live assistance. The operator and visitor chat via text messaging through the Groopz window. The operator can link the visitor's browser to any page on the website, or send files. Groopz does not require the visitor to install any software.

Groopz offers the ability to chat with several website

Ask the Pro: How can I use eBay safely?

Each month, "Ask the Pro" features a new article by our staff on internet, technology and computer related topics. So, we'd like to know-- what would you like to ask the pro? From "Where do I find travel information on the web?" to "Where can I locate an ISP?" we welcome any and all questions for this section. If you have always wondered how to find genealogy information on the web, or how to select a digital camera, this is the place to ask! Just [email](#) your questions.

This month's Pro is Ellen Rohr, Production Manager at Klein Internet Marketing Group. Ellen offers insight on how to use eBay, the internet's most popular auction website.



Ask the Pro: How can I use eBay safely?

The Pro's Answer: My experiences with eBay buying have been very positive. While I have made less than 100 purchases, I have found it a very valuable resource for me. One of my most recent experiences reinforced the value to me. Instead of paying \$150 for a replacement part for my car, I was able to spend \$60 including shipping for an identical part. It also has been a source of unique gift items for family and friends, including purchases made at Christmas, which allowed me the luxury of shopping at 2 in the morning rather than facing the crowded malls.

A legitimate seller is not going to misrepresent their merchandise. Read the description of the item, look at the profile of the seller and if in question, ASK! Communication with the seller is probably the best key to satisfaction. When a product listing is viewed on eBay, the seller's profile is listed with the product, containing information about the quality of the seller. The sample profile below shows what information is available on eBay sellers:

ebaysellername (193)

visitors at once. A Groopz operator can see what pages the visitors are looking at, even how long the visitor is spending on individual pages. These tracking features allow the operator to better target contact with the visitor. To make conversations quicker, standard phrases and answers can be programmed into Groopz to use repeatedly. If an operator is not available on the site, visitors can leave messages via Groopz.

To learn more about Groopz, visit our [Sites4Brokers](#) website or call! You can also demo Groopz at Sites4Brokers.

Welcome New Staff Members

Please welcome our newest additions to the staff of Klein Internet Marketing Group.

Andy Libeck, Web Development Specialist
Andy Libeck is a Programmer/Analyst graduate from Waukesha County Technical College. His talents include PHP and MySQL, as well as various other languages. Andy is responsible for maintaining in-house sites and improving existing client sites, as well as development for new sites.

Jill Burby, Marketing Assistant
Jill Burby is responsible for providing sales and marketing support by assisting with contact management and participating in marketing team projects including promotions and mailings. She is also responsible for doing routes and follow-ups, along with database management.

Feedback rating: 193 with 100% positive feedback reviews ([Read all reviews](#))

Member since: Jun-11-01. Registered in United States

The (193) indicates that the seller has received 193 feedback reviews from buyers. The 100% positive feedback indicates that all buyers gave the seller positive feedback. Each eBay member has feedback and star ratings. Each time someone purchases something on eBay, it is recommended that they give feedback to the seller of the products. Sellers receive +1 point for positive feedback, and -1 point for negative feedback. Star ratings are awarded to sellers based on the number of feedback points received. The seller in turn typically gives this feedback when they ship the item. This helps boost your ratings as a buyer.

Clicking the "Read all Reviews" link allows buyers to read all comments made on the seller. Positive comments and a high percentage of positive feedback reviews are a good sign that the seller is trustworthy. A high number of feedback reviews also indicates that the seller has conducted many eBay transactions. Sellers may also create an "About Me" page to tell buyers more about themselves. Sellers with "About Me" pages will have a "me" icon in their profiles.

Another thing I look for in a seller is a website. If they have a website, I know I can probably find them later on, should I want to purchase additional products from them, or if I want to know if they are legitimate. When I purchased my car part, I had a choice of two sellers with similar pricing. One of the sellers had 259 feedback, the other had 22,228 feedback. My choice became a no brainer when I saw the amount of feedback (99.6% positive) and the fact that the seller had a website.

eBay also has strict policies on buyers and sellers. All users must provide valid contact information. Some sellers choose to get ID Verified through eBay as an extra sign of security for buyers. Sellers selecting this option will have a checkmark icon in their profiles, known as the ID Verify icon.

When investigating a seller on eBay, the following questions may be helpful:

- Has the seller been an eBay member for a long time?
- Does the seller have a high number of feedback points?
- Does the seller have a high percentage of positive feedback reviews?
- Do previous buyers' comments indicate that the seller is trustworthy?

eBay offers more [tips](#) for buyers on the eBay website.

What would you like to ask the pro? Email your questions to askthepro@onyourmark.com!



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