Online Sources of E-Business Information

This booklet is designed to help small businesses find information and resources on the Internet related to the following topics: e-business statistics; sector-specific e-business use and trends; web design and development; educational materials on e-business; other online materials on specific e-business topics; and e-business glossaries.

E-Business Statistics and Information

Source	Description
Statistics on the Digital Economy (Industry Canada/ Statistics Canada)	Provides statistical data at the household, firm, industry and economy levels via the following surveys: • Survey of Electronic Commerce and Technology (SECT) • Canadian Internet Use Survey (CIUS) • Household Internet Use Survey (HIUS) • Connectedness Series • Electronic Commerce Statistics *http://e-com.ic.gc.ca/epic/site/ecic-ceac.nsf/en/h_gv00032e.html*
Statistics Canada	Listing of statistical summary tables on the subject 'Internet'. Provides an overview of statistical data on use of the Internet and e-commerce in Canada. *http://www40.statcan.ca/index-eng.htm > Look under 'Tables by Subject', then 'Information and Communications Technologies', then 'Individual and Household Internet Use'*
ClickZ Stats	Provides facts, figures, research, and data on the online industry in the USA and worldwide. *http://www.clickz.com/showPage.html?page=stats*

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Source	Description
eMarketer	Provides market research and trend analysis on Internet, e-business, online marketing, media and emerging technologies. Aggregates and analyzes data from numerous sources and brings it together in reports, daily research articles and a comprehensive database of e-business and online marketing statistics. *http://www.emarketer.com/Welcome.aspx?src=home_topnav_about*
IT-Analysis.com	Aggregates the opinions, analysis and research of the independent technology-analyst community. *http://www.it-analysis.com/index.php*
The Daily (Statistics Canada)	Statistics Canada's official release bulletin. Issues news releases on current social and economic conditions; announces new products; and provides an overview of new information available from Statistics Canada. *http://www.statcan.ca/english/dai-quo/*
Shop.org	Aggregates original research, archival material from past events and publications, and ongoing industry publications. Has pointers to vast information on the topics of most interest to everyone in e-commerce. *http://www.shop.org/web/guest/researchandindustryinfo*
The Boston Consulting Group	Publications section includes research reports on e-commerce and studies on the Canadian market. *http://www.bcg.com/expertise_impact/publications/default.aspx*
Forrester Research	Provides research, analysis and advice to help companies profit from the impact of the Internet and emerging consumer technologies. *http://www.forrester.com*
Website for Canadian Federation of Independent Business (CFIB)	Publication section includes statistical information on Internet and e-commerce usage by small and medium-sized firms. *http://www.cfib.ca/en/default.asp?l=E*
InfoTech Trends	Provides market data on computers, peripherals, software, storage, the Internet, and communications equipment. Details include forecast sales, forecast shipments, market share, installed base, and industry trends. *http://www.infotechtrends.com/login.htm*

Information on Web Design and Development

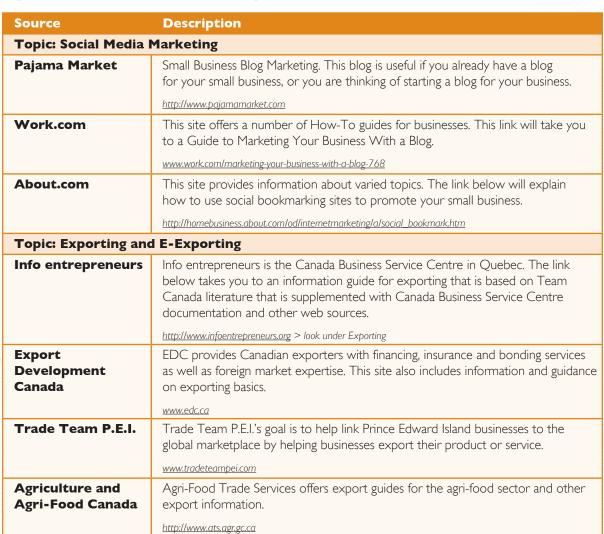| Source	Description
Ezine @rticles	*Ezine @rticles* contains a searchable database of a myriad of original articles related to the Internet and e-business. Included in these articles is information on web design and development. http://ezinearticles.com/?cat=Internet-and-Businesses-Online:Web-Design
Virtually Ignorant (Web Design for Beginners. Make your Own Website)	Virtually Ignorant offers Web design tutorials for beginners. It starts with basics such as HTML tutorials, registering a domain name, and finding web hosting and features weekly articles on Internet marketing/promotion, web design and development. http://www.virtuallyignorant.com/index.html
About.com: Daily Web Design Class	This "class" is an online discussion about designing Web sites. It assumes some knowledge of HTML. As such, it does not talk as much about how to build Web pages as the skills and techniques behind designing Web pages. Topics this class covers include: • Basic Web design tenets • Using color effectively • Understanding fonts • Designing navigation • Creating graphics that don't distract from your site • Using multimedia (sound, animation, and other media) on your site http://webdesign.about.com/c/ec/74.htm
About.com: XHTML 1.0 / HTML 4.01 Free Online Course	Topics this "class" covers include: • The differences between XHTML and HTML; • Basic XHTML; • Text manipulation; • Lists; • Images; • Linking; • Tables; • Frames; and • An overview of forms. http://webdesign.about.com/c/ec/9.htm
Web-Source.net: Web Site Design, Development & Promotion Guide	Web-Source.net is a website design and development tutorial site designed specifically for e-business practitioners. http://www.web-source.net
Taming the Beast	This site contains free Web design resources, tools and content. http://www.tamingthebeast.net/training/webdesign.htm
Website Design Tips – Hypergurl	This site contains articles on website design and promotion, as well as tips on how to improve an existing website. http://www.hypergurl.com/blog

Educational Materials on E-Business

Source	Description
E-Future Centre	Supported by both the Government of Canada and the Government of Alberta, the Business Link's E-Future Centre in Edmonton includes one-on-one consultations, educational materials, an on-site library, seminars, information on what to look for in a Webmaster, and information on what a good website should contain, in addition to other related e-business information. *www.e-future.ca/alberta*
Alberta Entrepreneurs with Disabilities Enhanced Support Services Initiative	Designed to provide services to entrepreneurs with disabilities. *http://www.ednns.ca*
Ebiz.enable	Available under Strategis, Industry Canada's online site, *ebiz.enable* is a comprehensive online resource designed specifically for SMEs that allows managers to explore potential e-business problems and solutions as well as ways to achieve success in the global online environment. *www.ic.gc.ca/ebizenable*
E-Business Info-Guide (Enterprises Canada)	Provides an explanation of what e-business is and includes information on programs and services for e-business. *www.canadabusiness.ca* (look under E-Business and Innovation > E-Business, and scroll down to find > E-Business Info-Guide)
E-Business Info-Guide (Canada Business: PEI)	Designed to help business owners navigate through the different government programs, services and regulations that deal with e-business and identify those of interest. A blended product of both federal and provincial information. *www.canadabusiness.ca*
E-businessguide: an Australian Guide to Doing Business Online	An initiative of the Australian Government, this guide provides information and resources about e-business for both small businesses and advisors of SMEs. Comprises six building blocks for e-business: Understanding, Planning, Building, Protecting, Managing and Improving. *http://www.e-businessguide.gov.au/*
Wilson Internet Services	Aims to provide insight regarding Web-marketing solutions and corporate-strategy development to small businesses. Includes a list of links to on-line articles about effective Web marketing and to various Web resources for business. Also offers a free, bi-weekly newsletter delivered via email. *http://www.wilsonweb.com/*
NatWest Bank eBusiness Guide	A free guide from the UK to help small businesses obtain an understanding of the Internet and e-business. Also offers basic information about particular business needs. *http://www.natwest.com/business*
Openup to eBusiness	From Enterprise Ireland, this website aims to help small businesses use IT and e-business to enhance competitiveness and increase revenues. Includes "How to Guides" to help with making decisions, case studies about companies that have addressed IT and e-business issues, and key guidelines for managing IT, along with other resources. *http://www.enterprise-ireland.com/ebusinesssite/default.asp*
EC-G Electronic Commerce Guide	Developed by Internet.com, this site is a comprehensive guide on electronic commerce. Contains everything from reviews of payment systems and digital certificates to guides, software downloads, e-commerce current news, discussion forums, etc. *http://www.ecommerce-guide.com*

Source	Description
Global Technology Forum	Provides up-to-date analysis of the most recent technology trends affecting business worldwide and assesses the prospects for e-business growth in 60 countries. Site is divided into five sections: thought leadership, best practice, global news analysis, research and doing e-business. Also contains a research portal, which is an annotated guide to helpful e-business websites. *http://globaltechforum.eiu.com/index.asp?layout=home&channelid=1*
eBusiness Connection (eBC)	Developed by BC's Ministry of Small Business and Economic Development, this e-business resource center offers a comprehensive collection of e-business information services aimed to help small businesses adapt more readily to technological change and thus enhance competitiveness. Site includes e-business guides. *http://www.e-bc.ca/pages/home.php*
VirtualPromote	Provides explanations and tools for promoting websites and increasing visitor traffic. Includes free tutorials and a weekly gazette. *http://www.virtualpromote.com*
SME Toolkit	A free program that enables entrepreneurs and small businesses to explore some of the sustainable business-management practices needed for growth in areas such as finance, accounting, international business, marketing, human resources or law. Among the free tools provided are: An online calculator that helps small businesses determine their readiness for financing; Free software to build a web site; Free business forms used for employee performance evaluations; Community tools, such as online conferencing, blog capability, group calendars, Survey and quiz builders to help small businesses make decisions; and a multilingual business directory to help small businesses link locally, regionally and globally. *http://www.smetoolkit.org*
GS1 Canada	To continually enhance the competitiveness of small and medium enterprises, GS1 Canada has established the GS1 Knowledge Centre, a source of supply chain and business education. *http://www.gs1ca.org*
Canada Business P.E.I.	Provides access to free information on federal and provincial business-related programs, services and regulations. Serves as a point of contact for P.E.I.'s small-business community. Offers guides and information on varied topics. *http://www.canadabusiness.ca*
Innovation P.E.I. Website	Aims to advance small business and entrepreneurial success in Prince Edward Island. Offers a variety of publications, resources and tools via its website. Among the tools it offers is the e-business toolkit, highlighted below. *http://www.innovationpei.com*
Innovation P.E.I. Website **How You Can Profit from E-Business. An Introductory Toolkit**	Demonstrates that not all e-business activities have to be complex or costly to achieve benefits. Small businesses that are new to the world of e-business will find information and tools that will help them get started. Highlights include e-business success stories and a glossary of common Internet terms. *http://www.innovationpei.com/ebusiness*

Source	Description
The Business Link	The Business Link is Alberta's business information service and is the Canada Business Service Centre in Alberta. The website contains 36 info-guides for small businesses on a wide range of topics, including selling online, web design and exporting. *http://www.canadabusiness.ab.ca*
Federal Trade Commission	American Competition and Consumer Information site offers a number of resources for small businesses. *http://www.ftc.gov/bcp/menus/business/ecommerce.shtm*

Other Online Materials on Specific E-Business Topics

Source	Description
Topic: Social Media Marketing	
Pajama Market	Small Business Blog Marketing. This blog is useful if you already have a blog for your small business, or you are thinking of starting a blog for your business. *http://www.pajamamarket.com*
Work.com	This site offers a number of How-To guides for businesses. This link will take you to a Guide to Marketing Your Business With a Blog. *www.work.com/marketing-your-business-with-a-blog-768*
About.com	This site provides information about varied topics. The link below will explain how to use social bookmarking sites to promote your small business. *http://homebusiness.about.com/od/internetmarketing/a/social_bookmark.htm*
Topic: Exporting and E-Exporting	
Info entrepreneurs	Info entrepreneurs is the Canada Business Service Centre in Quebec. The link below takes you to an information guide for exporting that is based on Team Canada literature that is supplemented with Canada Business Service Centre documentation and other web sources. *http://www.infoentrepreneurs.org* > look under Exporting
Export Development Canada	EDC provides Canadian exporters with financing, insurance and bonding services as well as foreign market expertise. This site also includes information and guidance on exporting basics. *www.edc.ca*
Trade Team P.E.I.	Trade Team P.E.I.'s goal is to help link Prince Edward Island businesses to the global marketplace by helping businesses export their product or service. *www.tradeteampei.com*
Agriculture and Agri-Food Canada	Agri-Food Trade Services offers export guides for the agri-food sector and other export information. *http://www.ats.agr.gc.ca*

Source	Description
Business Development Bank of Canada (BDC)	The site includes an E-business diagnostic business tool. The Federal Government and the BDC prepares and publishes the "Guide to Online Export Resources". The most recent version is May 2007. The Federal government and the BDC also publish guides to E-Business. *http://www.bdc.ca/EN/Pages/home.aspx*
Canada Border Services Agency (CBSA)	Includes export and import information and guides. *http://www.cbsa.gc.ca*
Canada Business (formerly Export Source)	Includes a section dedicated to Exporting - Getting Started, Market Research, Market Assessment, Laws/Regulations, Information Sources *www.canadabusiness.ca*
Canadian Trade Commissioner Service	The Canadian Trade Commissioner Service, part of the federal government's Department of Foreign Affairs and International Trade, offers international business professionals market intelligence and expert advice in the areas of: preparing for international markets, assessing market potential, finding qualified contacts and resolving problems. *http://www.tradecommissioner.gc.ca*
Industry Canada	The Strategis.ca website is aimed at providing information for Canadian businesses in a variety of areas. The site includes the following export-relevant resources: trade statistics, Canadian company capabilities, and an e-business trade roadmap. *www.strategis.gc.ca*
Topic: Integrating Back Office Systems with E-Commerce	
About.com	Use this website link to search for examples of accounting or back office integration software. *http://www.about.com/money*
Topic: Search Engine Optimization	
Ezine Articles	Small Business SEO Tips and Tricks, Ezine Articles. *http://ezinearticles.com/?Small-Business-SEO-Tips-and-Tricks&id=813585*
Topic: Internet Auctions and Virtual Malls	
Extension.org	Options for Getting a Web Presence. *www.extension.org/pages/Options_for_Getting_a_Web_Presence*
Topic: Customer Relationship Management	
Industry Canada	This link takes you to business tools and resources for SMEs related to sales and marketing, specifically dealing with Customer Relationship Management: *http://www.ic.gc.ca/epic/site/dir-ect.nsf/en/h_uw00253e.html*

Source	Description
Alberta E-Future Centre	This web page includes a link to "All info guides" A variety of e-business topics are covered under "All info guides" such as Customer Relationship Management. *http://www.e-future.ca/pdf/efc_customer_relationship_management.pdf*
Topic: Legal Considerations	
Competition Bureau	The *Competition Act* defines which marketing practices are illegal in Canada. The Act is enforced by the Competition Bureau, and is applicable in an electronic environment. For more information visit: *http://www.competitionbureau.gc.ca*
Advertising Standards Canada	For more information about advertising standards in Canada visit: *http://www.adstandards.com/en/*
Federal Trade Commission:	For more information about American advertising visit: *http://www.ftc.gov > Look under 'Consumer Protection', then 'Business Information', then 'Advertising'*
Privacy Commissioner of Canada	The guide *Your Privacy Responsibilities – Guide for Businesses and Organizations to Canada's Personal Information Protection and Electronic Documents Act* describes business obligations under Part 1 of the Act. It is available from the Web site of the Privacy Commissioner of Canada: *http://www.privcom.gc.ca/information/guide_e.asp*

E-Business Glossaries

http://www.business-resources.net/glossary

http://www.iskiv.net/ebusiness/en/glossary.IZ.html (includes French terms)

https://www.indiana.edu/~iuecom/e-businessglossaryii.pdf

Acknowledgement

This booklet is part of a series on advanced e-business topics which supplements an introductory handbook *How You Can Profit from E-Business*. For more information on those publications, visit the Innovation PEI website at *www.innovationpei.com/ebusiness*.

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