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Advertising To Those With Javascript Turned Off

By Dan Amato

Just about all of the contextual advertising services and many other types of services use

JavaScript to include their ads on your website. This is great because it's easy to put the code on your website, have ads running and then forget about it. But what about those users who have Javascript turned off?

Well first of all they won't see anything. Your content that is below it will just move into the space and you won't get credit for the adview or the chance to have a click or sale from that user. Analysis of my last 1 million unique visitors shows that 7.5% of them have JavaScript turned off.

7.5% of 1 million is 75,000 unique visitors! That's 75,000 people who would be viewing the site without any ads and without me having a chance to monetize their visit in any way!

So, how can you solve this issue?

Well thankfully browsers have built into them an alternative tag for JavaScript and it's called the *noscript* tag. This tag has been around forever and is nothing new. It also doesn't modify existing JavaScript on your page and therefore can be implemented without violating any of the Terms of Service from Google, Yahoo, Chitika or any other services.

So how can you implement this into your page so that something will show where your ads normally do and what can you put there?

You can use any type of affiliate marketing or commission systems out there. The simplest is to place some Amazon books or products in the noscript code. You can see an example of how I did this with some code and some images of a website with Javascript turned on and off at:

http://onlineads.diggersrealm.com/advertising/monetizing_from_those_with_javascript_turned_off.html

Here's how you implement it. Using Google AdSense as an example, you place their code that they give you on your website. Then just below that you place a noscript set of tags. Inside those tags you

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place what you want to appear if the end user doesn't have it Javascript turned on. I have included some books from Amazon in a simple table, but you can always put text links or other forms of advertising there.

You can include whatever you'd like in place of what appears. It doesn't need to conform to the same size or width of the Google ad, so if you just want a 120x20 button or some text there that's fine.

That's about all there is to it.

Dan Amato runs Inside Online Advertising –

<http://onlineads.diggersrealm.com>

– a resource for getting

the most out of the advertising on your website. It includes real world examples and references real websites. Article originally posted at

http://onlineads.diggersrealm.com/advertising/monetizing_from_those_with_javascript_turned_off.html

Email Wiretapping– Don't be a victim

By Neville French

Email Wiretapping– Don't be a victim by Neville French

On the face of it, does email wiretapping sound scary? Yes? Yes it is scary and you should now know how it's done and how to combat it.

A little while ago the known (but not known with a load presence) organisation called "The US based Privacy Foundation" became aware of a as un–yet widely known security hole in the latest incarnations of email clients produced by Microsoft and Netscape.

The security loophole essentially allows the sender of an email message to see what has been written when the message is forwarded with comments to other recipients. This procedure has been nickname "email wiretapping". As you can imagine this leads to surreptitiously monitoring of written messages attached and/or forwarded messages. Some not so pleasant uses involve:

- 1) In a sensitive business negotiation conducted via normal email, one party can learn inside information from the other parties as

the proposal is discussed through the recipient company's internal email system.

2) A seeded email message could capture thousands of email addresses as the forwarded message is sent around the world.

Seeded with what? JavaScript is the answer and it can easily hide in any HTML email. Of course the JavaScript capability has to be enabled within the email client. Typical email readers with JavaScript functionality include Outlook, Outlook Express, and Netscape 6 Mail. Earlier versions of the Netscape mail readers are not affected because they do not fully support all the intricacies of JavaScript. Eudora and the AOL 6.0 series of email readers are not affected because JavaScript is turned off by default (but are vulnerable if turned on of course). Hotmail and other web-based email systems automatically strip out JavaScript programs from incoming email messages and therefore are not vulnerable.

The loophole is made possible because JavaScript is able to read text in an email message. If a message is forwarded to someone else, the hidden JavaScript code can read any text that has been added to the message when it is forwarded. This JavaScript code

executes when the forwarded message is read. The JavaScript code then silently sends off this text using a hidden form to a web server belonging to the original sender of the message. The original sender can then retrieve the text at their convenience and read it.

A "wiretapped" email message is difficult to detect. An individual can avoid the email wiretap by turning off JavaScript in the email reader. However, if the individual forwards the message to someone who has JavaScript turned on, that recipient's forwarded messages can still be "wiretapped". Additionally, copying the original message into a new email, rather than forwarding it, may not defeat the problem.

What can users can do?

It is possible to partially eliminate the email wiretapping problem by turning off JavaScript in HTML email messages. You can visit the home webpage for your appropriate browser package if you are not sure on how to do this.

Switching off the JavaScript is only a partial solution because a "wiretapped" message will still work if it is replied to, or forwarded, to someone whose email program is vulnerable to the malicious JavaScript. The best policy is some form of group or corporate agreement on how to tackle this, especial where commercially sensitive material is involved.

Neville FrenchE-Inform is centred around email marketing, producing it's ownsoftware products and resources + bespoke solutions for adiverse range of clients.<http://www.1einform.com>



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