



## Fact Sheet

# On-line Research, Information & Resources

July 2007

**The Internet has tremendous global reach and has amazing potential for still further development and expansion, making it the most comprehensive resource and information base to date.**

**Our E-Business Advisers discuss just what's available:**

The growing availability of on-line research, information, demographics and statistics provides businesses with a truly comprehensive amount of on-line resource - at the click of a button!

The Internet provides an Aladdin's Cave of information, data, facts, charts, statistics and figures to help formulate business ideas, make important decisions and check out new and emerging markets.

Many small businesses have also caught on to the fact that they can find out interesting facts about their competitors - you'll be amazed what secrets some give away if you look!

### 1. Find it on the Web

On-line research provides businesses with an invaluable, comprehensive gateway to market data, statistics and company information.

It provides direct links to market data, industry reports, company lists, statistics, industry news, legislation, links to associations, professional bodies, trade journals, research companies, consultants, industry sites and portals.

Many research web sites provide free access to data and statistics, although often for full

unrestricted use they sometimes require users to complete a quick registration process to access direct links to this information.

Research on-line can be searched by sector, organisation name or type, keyword, geographical area or a combination of a number of desired characteristics.

The Web also provides access to a wide range of valuable sites, specifically developed to provide up-to-the minute business information – a fantastic resource for the small business starting up, through to the largest companies needing to keep up with the latest industry news.

Likewise, there is a huge range of free “stuff” that you can utilise - from imagery to free software.

We've provided some of our favourites below - but a search in your favourite Search Engine will provide many more.....

### 2. Useful Links

[www.o-a.com](http://www.o-a.com) -  
Advertising discussion list

[www.affiliateprograms.com](http://www.affiliateprograms.com) -  
Wonderful directory of hundreds of companies offering Affiliate programmes.

[www.affiliaterecruiters.com](http://www.affiliaterecruiters.com) -  
Variety of Affiliate programmes



## Fact Sheet

[www.autoresponders.com](http://www.autoresponders.com) -  
Information and listings of email auto  
responders

[www.cartoonstock.com](http://www.cartoonstock.com) -  
Cartoons

[www.beaucoup.com](http://www.beaucoup.com) -  
More than 1,000 specialised directories

[www.download.com](http://www.download.com) -  
Everything from freeware, to shareware, to paid-  
for software.

[www.thefreesite.com](http://www.thefreesite.com) -  
Massive resource of free 'things'

[www.iconocast.com](http://www.iconocast.com) -  
Market research and useful internet Info

[www.newsletteraccess.com](http://www.newsletteraccess.com) -  
Search over 9000 newsletters in this database

[www.scambusters.org/stopspam](http://www.scambusters.org/stopspam) -  
The ultimate webpage regarding spam. Lots of  
links to everything regarding spam you can  
imagine

<http://searchenginewatch.com> -  
Great for in-depth description of how search  
engines work and how they rank your site

[www.cadmium.co.uk](http://www.cadmium.co.uk) -  
You can purchase top quality photos for your  
site here at reasonable rates

[www.tucows.com](http://www.tucows.com) -  
The most comprehensive list of internet  
programs on the net. All are reviewed and rated  
for their quality and effectiveness.

[www.getonline.co.uk](http://www.getonline.co.uk) -  
Check if the domain name you want is available

[www.webpromote.com](http://www.webpromote.com) -  
Leading resource for marketing and web  
promotion

[www.web-stat.com](http://www.web-stat.com) -  
Low cost web site statistics package

### Search Engines

[www.altavista.com](http://www.altavista.com)  
[www.askjeeves.com](http://www.askjeeves.com) / [www.askjeeves.co.uk](http://www.askjeeves.co.uk)  
[www.excite.com](http://www.excite.com)  
[www.go.com](http://www.go.com)  
[www.hotbot.com](http://www.hotbot.com)  
[www.lycos.co.uk](http://www.lycos.co.uk)  
[www.msn.com](http://www.msn.com)  
[www.searchuk.com](http://www.searchuk.com)  
[www.snap.com](http://www.snap.com)  
[www.ukplus.com](http://www.ukplus.com)  
[www.webcrawler.com](http://www.webcrawler.com)  
[www.yahoo.co.uk](http://www.yahoo.co.uk) / [www.yahoo.com](http://www.yahoo.com)  
[www.google.co.uk](http://www.google.co.uk) / [www.google.com](http://www.google.com)

*All URLs were correct in July 2007.*

*Links are reviewed regularly, but things on the  
net change quickly - do not be surprised if some  
of the sites are not available now!*