

# .eu identity

The magazine for Europeans on the web



**FACEBOOK STRATEGY**

**Like your own website**

**WEB HOSTING**

**Find the best match**

**WEBSITES THAT WORK**

**Jakob Nielsen explains**

**.EU SUCCESS STORIES**

## Organic biscuits for healthy dogs



# A FINE FELT CRAFTED IN ERKRATH, ENVIED IN MUNICH

[www.dietasche.eu](http://www.dietasche.eu)

Behind every great business idea, you'll find .eu

Die Tasche fashionable felt handbags are the creation of Polish/German entrepreneur Milena Koch-Krachulec. Milena's bags, with their simple designs and eye-catching colours, find their way to European fashionistas through the online store [www.diatasche.eu](http://www.dietasche.eu). A .eu web presence allows Milena to expand her business across Europe at her own pace. Die Tasche, like many others, is crossing borders thanks to.eu.

What are you waiting for?

**.eu**  
Your European Identity

[www.eurid.eu](http://www.eurid.eu)

From the Editor in Chief



Welcome to the new .eu Identity! Our redesigned magazine will soon be available as an app in the iTunes App and Google Play stores.

We decided on a "green" theme for this issue as .eu is the first European Internet extension to be registered by EMAS, the EU Eco-Management and Audit Scheme. We showcase environmentally aware companies with .eu websites, such as Koekenhondje, a Belgian start-up specialising in organic dog food.

In addition to .eu's environmental credentials, we also shine the spotlight on EURid's new name server solution, YADIFA®.

And as usual, we share lots of practical online tips. A must-read is our interview with web usability guru Jakob Nielsen.

Happy reading!  
Brigitte Lagrou

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YADIFA is a registered Community Trademark of EURid.



.eu Identity for tablets and smartphones  
Like what you see? Soon the free .eu Identity app will be available in the iTunes App and Google Play stores.

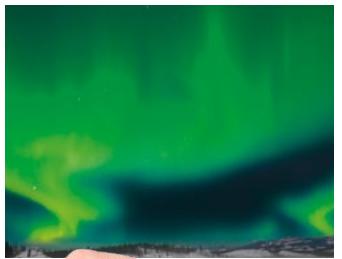
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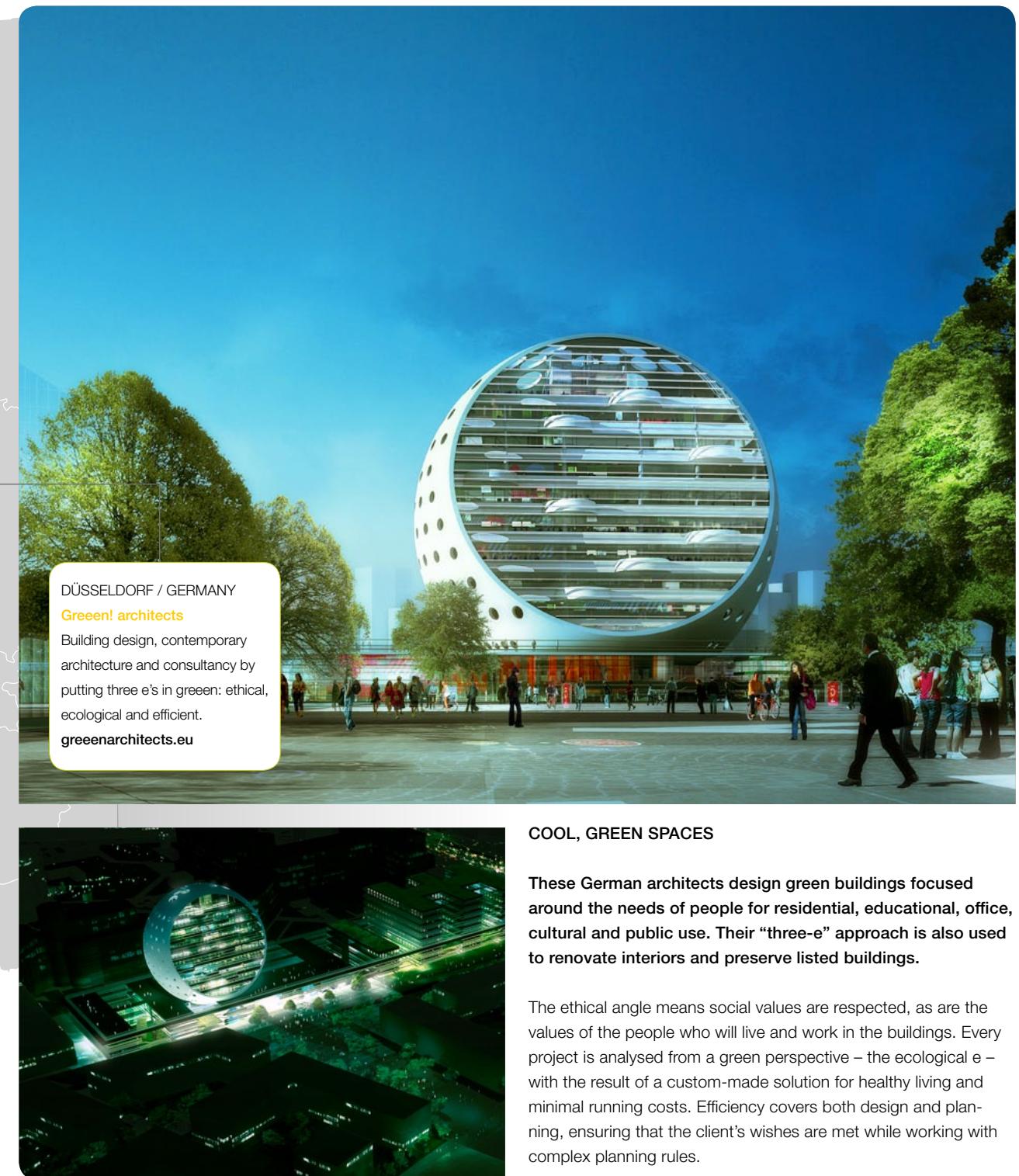
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# .eu mini-guide to going green

Being environmentally aware is easier than ever with our useful list of .eu websites from companies in the eco-business.

The map shows the locations of several green businesses:

- AARHUS / DENMARK**  
**Nordic green**  
Reusing residues from bio-fuel production, this company supplies green-methanol to the low-blend petrol, bio-diesel and fuel cell markets.  
[nordicgreen.eu](http://nordicgreen.eu)
- BARNEVELD / THE NETHERLANDS**  
**Greengiving**  
Giving a gift is always appreciated. A green promotional gift maximises message impact while minimising environmental impact.  
[greengiving.eu](http://greengiving.eu)
- CHESTER / UK**  
**Green Street Media**  
An eco-friendly agency offering street and pavement advertising, often using temporary and biodegradable paints. They also plant one tree for every advert created.  
[greenstreetmedia.eu](http://greenstreetmedia.eu)
- AVIGNON / FRANCE**  
**RES Mediterranean**  
RES develops, constructs and operates renewable power plants, both solar and wind, for the Mediterranean region and Middle East.  
[res-med.eu](http://res-med.eu)
- SOFIA / BULGARIA**  
**Sustainability Consultants**  
Advice and training about sustainable business and how to start, implement and execute a Corporate Social Responsibility strategy.  
[sustainabilityconsultants.eu](http://sustainabilityconsultants.eu)
- LISBON / PORTUGAL**  
**Garbags**  
Exclusively designed bags and accessories made from recycled, locally sourced materials such as coffee packets and sold online.  
[garbags.eu](http://garbags.eu)



# Facebook for business: It may glitter, but it's not gold

Have you ever wondered why you should create a website of your own when it's so much easier to just set up a shiny Facebook page and jump right in where all the action is? Sounds tempting, but nothing beats investing in your own online turf says .eu's Communications Manager and .eu Identity's Editor in Chief, Brigitte Lagrou.

**H**aving a presence on Facebook is important for businesses. It's a great way to reach a wider audience and to interact with your customers and visitors professionally in a casual setting. And the numbers back it up: Facebook has over 900 million monthly active users – 30% of which reside in Europe – and about one in three Europeans online has an account there.

So yes, the world's largest social network is a place you should hang out. But that doesn't mean you should put more time and effort into your Facebook activities than your company website. Why?

#### HOLDING THE REINS

The primary concern is one of control. Every tidbit of information you share on your Facebook page is put on Facebook's servers and is ultimately under their control, not yours. The risk of having outdated, incorrect or potentially harmful content floating around on Facebook somewhere – and thus findable on the web, not in the least through Google – is much higher too. With your own website, the

steering wheel is firmly in your hands. There's no risk of data going on to live a life of its own – if you no longer want certain data on your site, you can take it offline whenever you want.

There's also no risk of having to start over or retool on-the-fly due to a change in terms and conditions, user interface or overall design. On Facebook? Well, let's just say the implementation of the timeline feature still does not sit well with everyone.

#### DEFINING YOUR VISUAL IDENTITY

Additionally your company's Facebook page has limitations in terms of look and feel. While Facebook does allow you some creative freedom to design your page, it's always within the confines of their framework, and it can only fill a designated area of the screen. The design freedom for your own website on the other hand is virtually unlimited: you can do whatever is technologically possible to breathe life into your site, and in turn your brand and online identity.

Branding is as big a reason as ownership to give priority to your own website: while it's smart to build a strong social media presence, it's unwise to put all your eggs in Facebook's basket. Each time you communicate the URL of your Facebook page, you're promoting their brand first, yours second. Shouldn't it be the other way around?

A successful presence on Facebook is one that drives traffic to your website, one where you leave enough breadcrumbs for people to follow you to where you're really opening the cookie jar of your brand: your company website. ■

"A successful presence on Facebook is one that drives traffic to your website; the cookie jar of your brand."

## 3 reasons why having your own domain name and website is key



### You're the king

Nobody but you decides what information goes where and how everything looks. You have full control and can draw people in right from your homepage.

### The brand is yours

When you're using your own domain name in a marketing campaign, you're always putting your brand name first, not somebody else's. On your website, your logo and company colours shine through.

### It's professional

Having your own domain name allows you to set up your own website and the email accounts linked to it. You no longer have to go through email platforms such as Gmail, Hotmail or Yahoo! to communicate with people. Contacting them using your domain's email handle shows professionalism, and properly presenting information on your website tells your visitors that you take running your business seriously.

# The lure of natural light

In the heart of Swedish Lapland lies an unassuming little town called Porjus with only 400 permanent inhabitants. Not a top tourist destination you might think, but from December to March the village is bustling with people from all over the world trying to catch a glimpse of one of nature's true spectacles: the Northern Lights.

This wasn't always the case. The town's growing popularity has much to do with an equally unassuming website, [porjus.eu](http://porjus.eu), run by Dutchman Yann Hollander, himself a Northern Lights enthusiast. Yann fell in love with Porjus in 2004. "I ended up here after first trying to see the lights in Kiruna, but there was too much light pollution there," he explains. "Porjus is perfect for viewing as, being so small, there is virtually no light pollution."

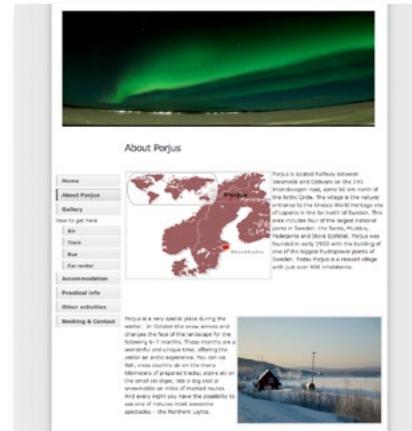
Blown away by the lights, also called the Aurora Borealis, Yann was determined to live in Porjus for a few months every year during the peak aurora period. "I wanted to spend time up here, and I needed to finance that, but I also wanted to share the experience with other people. So I thought, 'Why not start a site that tells people about the lights in Porjus and allows them to plan their holiday in the village?'" And so the idea for [porjus.eu](http://porjus.eu) was born.

## UNIQUE SELLING POINT

To realise his ambition, Yann partnered with Patricia Cowern, owner of the Porjus Northern Lights self-catering apartments where he stayed during his first visit. Through [porjus.eu](http://porjus.eu), visitors can book their stay in the apartments with Patricia as well as their holiday activities, including dog sledding, ice fishing and snow mobile tours. They can also keep an eye on the lights from a distance through several webcams pointed strategically at the skies.

During the peak season, Yann monitors the solar activity constantly and 30 to 15 minutes before an aurora is due he or Patricia alert the guests, either by knocking on the apartment doors personally or by sending them a text message. "That way they've got time to put their boots and warm clothes on and get their cameras ready," he explains. Guests can also keep an eye on the [porjus.eu](http://porjus.eu) webcams on the laptop in their apartments, or simply look out the window.

Yann and Patricia believe that this is what sets the Porjus viewing experience apart from any other. You don't have to



Yann's website is packed with all the information you need to plan your trip to Porjus – from what clothes to bring to the opening times of the local grocery store.

[porjus.eu](http://porjus.eu)



*The aurora's dancing lights appear when matter ejected from the sun collides with particles in the earth's atmosphere*

spend hours outside in freezing temperatures waiting for the lights to appear and you also don't have to travel long distances to a location where the light pollution is low enough for the lights to be visible. You can simply remain indoors, cozy inside your apartment, reading a book or having dinner, until the lights appear.

And when they do, Patricia – also a professional photographer – is often on hand to help with camera settings and lend out tripods if necessary. This is much appreciated by her guests, many of whom have travelled from all over the world and want to capture this once-in-a-lifetime experience properly.

## TOP DESTINATION

According to Yann and Patricia, their personal approach and word of mouth are the main reasons for the growing popularity of the town. In fact, their operation has grown so rapidly that they are now forced to turn people away. "In the beginning it was hard to promote the town online," Yann remembers. "Choosing 'porjus' as a domain name, as opposed to a much more descriptive name like 'swedish-northernlights', was not the fastest way to get to our audience,

but that was not my aim. I wanted the village to become known as one of the best places for Northern Lights viewing."

## TOP-LEVEL DOMAIN

When deciding on a web address, Yann deliberately chose .eu because he wanted to stress the town's location ".com or .info would have been too global," he notes. "With .eu, people can immediately see we are in Europe. So if they can only spend a couple of days looking for the lights, they know it's better to go somewhere closer to home. We can never guarantee that you will see the lights, so it would be a pity to travel so far for just a few days and then miss them."

Despite the not obvious choice of web address, Yann and Patricia have seen the website grow in prominence, particularly in the last few years. Nowadays, if you search for 'Northern Lights Sweden', [porjus.eu](http://porjus.eu) is on the first results page. "And compared to the very beginning," adds Yann, "I can see that people now arrive on the website after simply having searched for 'Porjus', so the awareness of the village's unique location and all it offers is definitely growing." ■

**Visit [porjus.eu](http://porjus.eu)**

INTERVIEW WITH JAKOB NIELSEN, USABILITY EXPERT

# Making the business case for web usability



Of all the things you need to spend money on as a business owner, improving your website might not be at the top of your list. But what if a better website, that was easier for your customers to use, improved your online sales by 24%?

**T**hat's what happened at Eurostar. They improved the usability of their online ticketing system, to dramatic effect. With the sales increase they experienced, you would be hard pressed to find anyone at Eurostar who thought usability studies were a waste of money.

.eu Identity spoke to usability guru Dr Jakob Nielsen from the Nielsen Norman Group to find out more about usability and why it can make such a difference for business websites.

The image shows a screenshot of the Eurostar website. At the top, there are promotional banners for travel deals, one specifically for a trip to Avignon. Below this, there is a search form for booking a train or flight. To the right of the search form, there is a section titled 'Eurostar deals' which lists various travel options from London to destinations like Paris, Amsterdam, and Berlin. At the bottom of the page, there are links for 'EUROSTAR PLUS' and 'EUROSTAR FRIENDS LIGHTY'.

**Constructive error message design means offering people a way out when they run into a problem on your website. Eurostar follows this principle by allowing their customers to choose from travel alternatives when the fare they want is no longer available.**

eurostar.eu

**Let's start at the beginning.**

**Usability: what is it and why is it important?**

DR NIELSEN: Simply put, usability is improving technology for people. Making it easier to use and easier to understand. In Eurostar's case, improving usability meant making their website easier to use and understand for their customers.

There are many reasons to improve the usability of something, but maybe the most compelling is business. Good usability is how you get customers to interact with your website. Because if people can't use your website, they'll just leave. And if people leave, you might as well not have a website at all, because it isn't profitable.

The most common way that people use the web is, they go to a search engine and type in what they're looking for. They get back ten results, plus maybe a few adverts, and they click on one of them. If the website they've clicked on doesn't work or is too difficult to use, there are at least 14 other websites to choose from only one click away.

On the web, it's particularly easy for people to go elsewhere, so the importance of true website simplicity or usability goes up dramatically.

**What did Eurostar do to improve usability?**

DR NIELSEN: There were several different changes, but key amongst them was that, on the old website, when people enquired about a fare that turned out to be no longer available for a particular date, they would just be told, "Sorry, the fare is no longer available." In the redesign, while the website still says that the fare is not available, it also offers travel alternatives.

That's a very simple idea, based on one of the basic principles of usability: constructive error message design. In other words, don't just tell people what the problem is, also tell them how to fix it.

# Jakob Nielsen's top usability tips for business websites

## Be strict about the images or photos you use

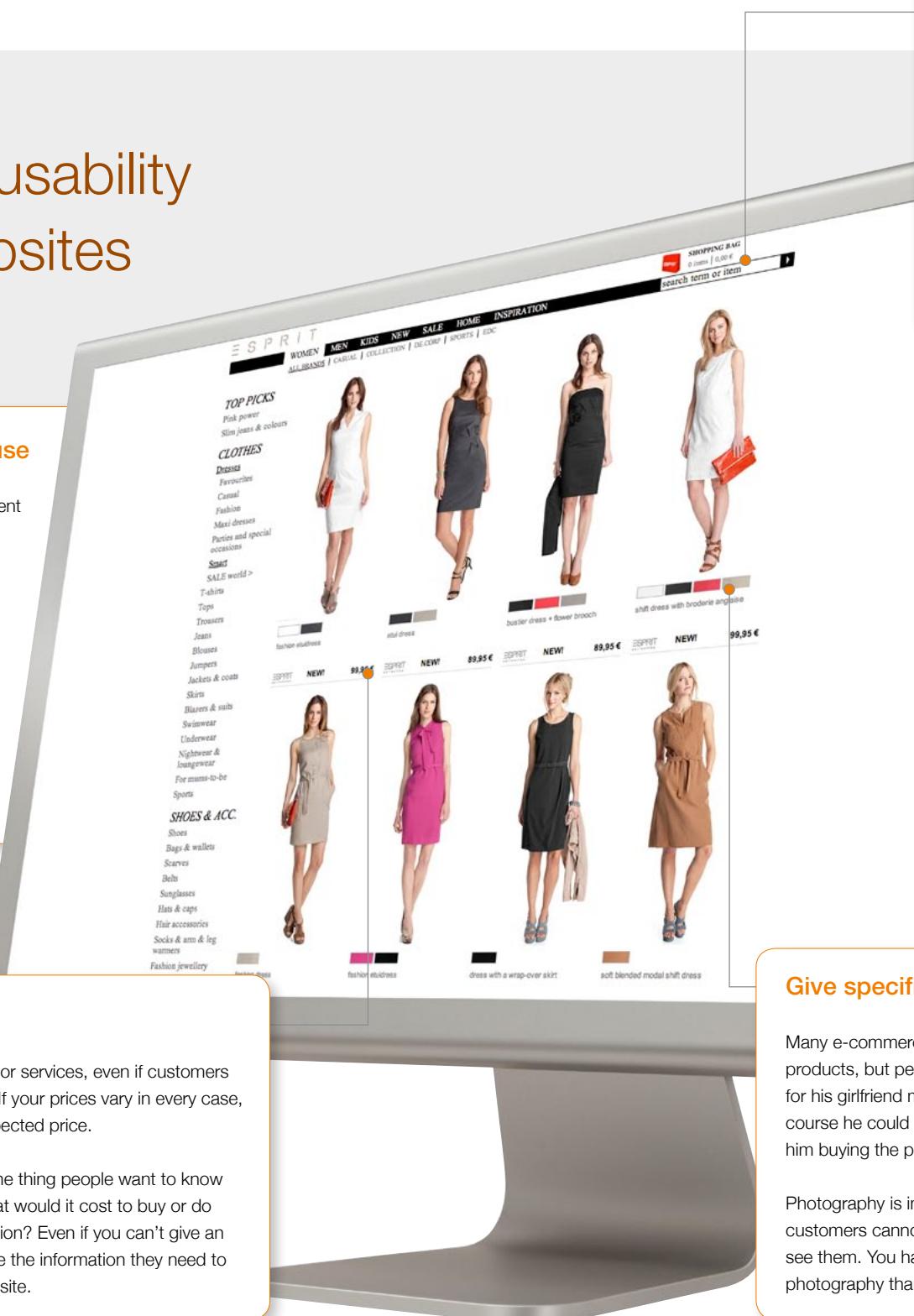
Make sure they are always good quality and relevant to the content of the page they are on. This doesn't only apply to e-commerce sites that have photos of their products, but also to restaurant websites for example, where you often find photographs of the interior or the food.

If you have photos, users should be able to click on them to see a much bigger, high resolution version of the same photo. Often, if you click on a photo, you see the same photo, only slightly bigger. People like to be able to see the details in things if they find them interesting, and good, detailed photography helps you communicate your message better.

## Always display the prices

Always display the prices of your products or services, even if customers cannot buy them directly on your website. If your prices vary in every case, then you should display the average or expected price.

User testing has shown that the number one thing people want to know when they visit a business website is, "What would it cost to buy or do this?" Ten euros? A thousand euros? A million? Even if you can't give an exact price, giving an estimate gives people the information they need to interpret everything else that's on your website.



## Invest in a good product search feature

People are critical of search features on websites, particularly on e-commerce sites, because they are used to searching on the web and site search often doesn't work as well as web search. Many e-commerce sites don't have a search feature or, if they do, it's not very good because the search results are in a jumbled, random order. This is very likely to encourage people to leave the site.

As the owner, you know a lot about the products you sell on your site, so you can do useful things with the search results, like allow users to sort them by price, size or by how popular they are with other customers.

## Offer product comparison

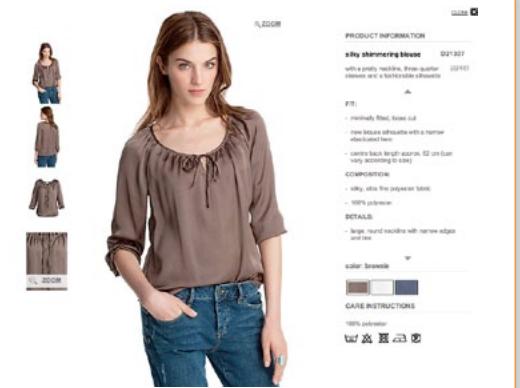
The simple way people behave when shopping online is to search for the product they know they want, find it and buy it. More commonly however, people don't know exactly what they want, they only know roughly what they want, so the website they visit has to help them narrow down their choices.

For example: a computer company manufactures three different kinds of laptops, but customers aren't able to understand the difference between those three laptops because the product descriptions are written in vague, technical language. This is where product comparison is helpful. Customers should be able to compare laptop A to laptop B, feature for feature, to help them decide which laptop is best for them.

## Give specific product information

Many e-commerce websites only give superficial information about their products, but people want the details. For example, a man buying chocolates for his girlfriend might need to know whether they contain traces of nuts. Of course he could contact customer service, but that becomes an obstacle to him buying the product and it may lead to him buying it elsewhere.

Photography is important here too. The web is a virtual medium, so your customers cannot touch, feel or hold the things you sell, but they can still see them. You have to emphasise that and provide more detailed product photography than you otherwise would.



**>>** So instead of saying, “You can’t do this” and leaving their customers hanging or forcing them to start all over again, which a lot of people didn’t bother to do, Eurostar now gives them a choice of what they can do instead. The new ticket might be five euros more, but at least they can still travel on the same day. This change resulted in a lot of customers choosing the alternatives on offer even though they were more expensive.

**Presumably usability principles apply to all kinds of websites, whether they are meant to be accessed from PCs, tablets or smartphones. Do the principles change depending on the platform?**

DR NIELSEN: Most of the principles are the same. The difference is that they become more “extreme” as the device gets smaller. For example, we have always recommended that web texts are short because users don’t have time to read. But when it comes to mobile users, texts have to be even shorter. Headlines should be briefer and more precise because



Dr Jakob Nielsen has been a usability pioneer since he started his career in the early 80s. After working as a usability specialist for amongst others, Bellcore (Bell Communications Research), the IBM User Interface Institute and Sun Microsystems, he co-founded the Nielsen Norman Group in 1998. His fortnightly Alertbox usability column generates 12 million page views per year.

users can’t see as many at one time due to smaller screens and you need to quickly communicate to them what their options are.

Similarly, we also recommend that buttons are roughly twice as big for touch screen devices as for PCs. This is because, as pointing devices, fingers have a bigger surface area than mouse pointers and so are less accurate. If a mobile website has small buttons that are too close together, there is a greater chance that a user will select the wrong button by accident, which will frustrate them.

For the PC, there is a tendency to have a lot of features on each screen, but that’s not possible on mobile devices because the screens are inherently smaller. Additionally, each feature on a mobile touch screen has to be bigger, so very quickly we are limited to displaying a small, select set of features on any mobile website. This means that we have to be very aware of context and what our user’s needs are if we are to limit our selection to the right features.

**What if you don’t have the money to develop separate websites for each device? Is it fair to say that if your website is optimised for mobile devices it is also optimised for any device with a bigger screen?**

DR NIELSEN: Well, compared to doing it the other way around – optimising your website for PC and then expecting people to access it from their mobiles – yes. Something that works well on a mobile phone screen will also work on a PC screen. However, it might not work optimally because when people use bigger screens they also expect more information.

On an e-commerce site for example, people might want more product detail on the PC version of the website, but on mobile they would only want the most important information and access to good quality product photographs.

But if you only had one choice, designing for mobile is the way to go because then it would also work on PC. Ideally though you would want to

optimise for the particular screen or device you were targeting.

**And what if you’ve hired someone to build your website? Do you think web agencies take usability seriously enough?**

DR NIELSEN: I think almost all agencies today will say they care about usability, because they know it’s important and it looks good if they say that. But typically they won’t do user testing, or if they do, they’ll do it wrong because they’ll use market research methods instead of behavioural research methods.

The difference is that market research methods focus on people’s attitudes and what they say, while behavioural research methods focus on what they do. So the methods that relate to having people sit around a table and discuss things, like focus groups, are not the methods you need to evaluate user interfaces like websites. A user interface is a behavioural issue, so it’s a matter of what people do, not what they say they do, which can sometimes be very different.

**How do you see the web and web usability evolving in the future?**

DR NIELSEN: I think that the web in general will become much more pervasive than it is now. We have only scratched the surface in terms of its true business importance, in other words how many things people can do on the web and the amount of time they spend on it.

For the web to reach its true potential in terms of how much money people spend online, we have to go to the next level of usability. That’s because, for people to do much more online, the barriers to web use have to be much lower.

To do that we need to go beyond the question of whether it is possible for people to do something on the web. It should be possible, but it should also be pleasant and efficient.

As more companies realise the importance of usability, the more budget they will make available



Testers monitor a usability testing session at the University of Queensland Usability Laboratory

**"Market research methods focus on people's attitudes and what they say, while behavioural research methods focus on what they do."**

for usability studies and the more websites will be optimised. Optimised websites will attract more customers, who will stay longer and spend more money. In turn, these companies will see how important usability is and so the cycle will continue in a positive upward spiral. ■

**Visit eurostar.eu  
Visit useit.com**

Elements of the Eurostar usability case study have been reproduced with the kind permission of the Nielsen Norman Group. For the full study, please visit [www.ngroup.com/reports/roi/](http://www.ngroup.com/reports/roi/).



ANN WILLEMS, HOME-MADE DOG BISCUIT BAKER (BELGIUM)

"To see my clients satisfied, that's what I do it for."



Ann Willems is a woman with a passion. A passion for dogs, which she has loved ever since she was a child. Recently she literally put passion into practice: she now runs a home-made dog biscuit bakery, a sort of catering business for dogs. The biscuits are baked on the premises without any additional sugars and salts. This is in response to the trend towards local traditional produce that is also crossing over to animal food.

**I**t all started during a dinner given for Ann's birthday a few years ago: that was the moment Ann and her husband Dirk decided to start a specialist shop for dogs. Both of them are dog lovers and their traditional dog biscuit bakery is in response to the present trend towards local and traditionally-made produce that is on the rise in a number of sectors.

The Koekenhondje was born. "Having my own business has long been my dream. During that dinner we made the decision: 'Right, we're going to do it'. After that, it took a year to study the idea in depth and find a suitable premises for the shop. We also realised that selling home-made dog biscuits would not be sufficient to keep our business afloat and that's why we also sell quality dry dog food and original accessories."



"An old lady told me:  
'Thanks to your food, my dog  
regained his health.'"

#### HOME MADE

Your own experience can often be behind a business idea. "We had bought a dog, Hector, who was rather choosy: he didn't eat everything. I like to bake at home and it wasn't long before I was looking for suitable recipes to bake my own dog biscuits, especially after I found out about all the ingredients you find in industrially-manufactured dog biscuits. Hector seemed to like my home-made dog biscuits. So, I started baking for my

neighbours and my colleagues and my biscuits appeared equally popular with their dogs. I started to think that perhaps this was the moment to make a complete about-turn in my career." And what an about-turn: from nurse to entrepreneur.

#### ECO AND ORGANIC

"Everyone who owns and loves a dog wants to enjoy it for as long as possible. Healthy food and enough exercise are what a dog really needs. My customers are the sort of people who not only pay attention to what they eat, but also to what their dogs eat."

To reach those sorts of people, Koekenhondje initially concentrated on obedience schools, grooming parlours, other specialist animal businesses as well as the people who visit their local vet. "We came up with displays to distribute the biscuits in different types of businesses. Grooming parlours are the ideal place and quite a few specialist shops for animals also like the idea: they don't regard me as a competitor, more an enrichment of their product range. I think it's a sign of the times: the normal shops also want to jump on the home produce, eco and organic bandwagon."

"I approach things in a different way than the average pet shop. I want to stand out from the others through the quality of my accessories and dog food and become a benchmark in the sector. I also stock lines that are suitable for puppies as well as full-grown dogs which means that people no longer have to buy a new collar, always a costly business, every time their dog has outgrown its previous one. The lines sell really well simply by word of mouth."

#### ENTHUSIASTIC VETS

"A lot of people buy my biscuits as a gift for someone. Instead of arriving at a friend's house with a bouquet of flowers, people buy – when they know their hosts have a dog – a box of biscuits."

"Vets are a good way to spread the message by word of mouth. A lot of them are very much in favour of home-made dog biscuits and quality >>

"Specialist pet shops don't regard me as a competitor. I enrich their product range."



Koekenhondje is a Dutch name. Translated it can mean "cookie and dog" or "dog made of cookies". Ann appreciates the humour in this ambiguity.

dry dog food. I went to leave some samples at a practice that I'd never visited before: when I entered, I saw a newspaper clipping about myself hanging on the wall."

#### MEDICAL BACKGROUND

The fact that Ann chooses vets is no accident: before she became an entrepreneur, she was a nurse. "My medical background has come in extremely handy and it's something I have to make more use of. For example, a lot of dogs are diabetic or have gluten intolerance. I have a lot of customers who say, 'I prefer to give my dog your biscuits because

it really likes them,' when in fact you shouldn't. You shouldn't give a snack just like that to dogs with that condition.

However, I've come up with a medically-sound solution. I advise people to give their dog its insulin first followed by its proper meal and then, as a dessert, one of my biscuits. If you want to give your dog a snack in between, it is just fine to give him a carbohydrate-free biscuit; which you can also find in my shop but I don't make them myself. I just heard from a woman whose dog has diabetes. She said that I'd more than halved its values and that they were now at a normal level. It's so gratifying if you can do something like that."

"I want to use my medical background more in my shop and thereby create an added value for my customers. I also plan to have vets come into the shop and give a reading or workshop once a month. For instance: my dog has diabetes, how do I deal with it? Or, my dog suffered paralysis, how do I go about rehabilitating it? There are also orthopaedic dog shoes available, just as for humans."

"My dog food contains a lot of quality ingredients such as millet, brown rice and goose fat. A lot of dogs have an allergic reaction to wheat or their coats become dull. I take a lot more care in researching just what a dog needs. For instance, a puppy needs more proteins because it still has to grow. A great many of the mass-produced dog biscuits contain a lot of colouring and unnecessary preservatives. The biscuits that I make and the dog food that I sell are simply much healthier. It's all about which additives are used. However, everything has its price tag: in my shop, a 15 kg bag costs around 70 euros, in the 'normal' shops you pay about a third of that price. But they contain more salt and wheat and a lot less meat."

#### WEB SHOP

"Those countries nearest to us can order via the web shop, like Holland, Germany, France and Luxemburg. We specialise mostly in group purchasing and B2B sales. Soon the accessories

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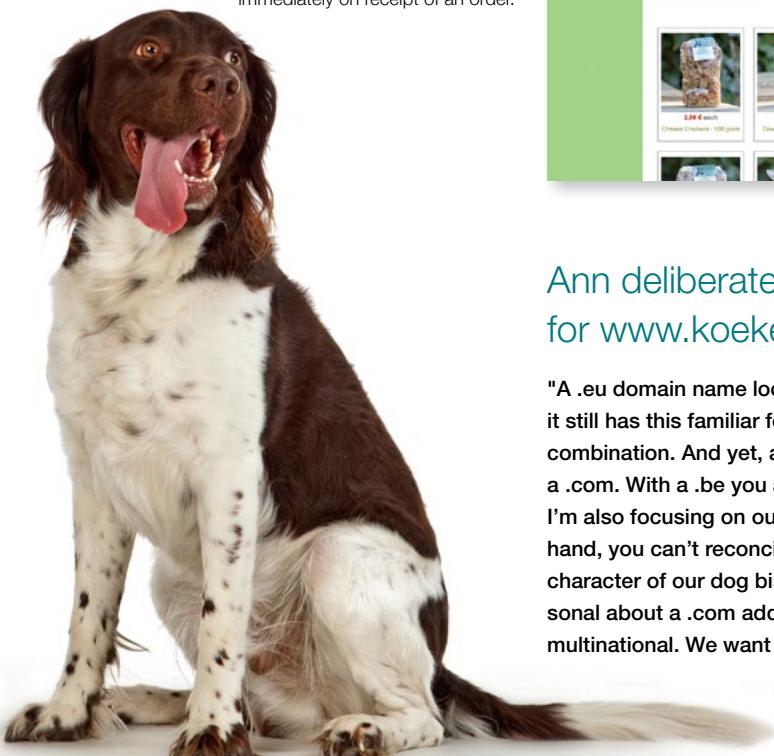
## The meat is chosen with loving care

Werchter, in Belgium, is not only known for its world-renowned rock festival. The local butcher, Harry Cnops, has an equally solid reputation. His meat is sourced from his own cows that graze on the festival meadow and you can really taste it. "The meat has to be of excellent quality and hormone-free, otherwise you can't make good quality dog biscuits," says Ann.



A range of quality, long-lasting and reliable accessories and toys for dogs and cats is available via the website.

All the dog biscuits are baked in-house using fresh and healthy ingredients. Ann has intentionally opted to keep her selection limited.



Hector, Ann's dog and the Koekenhondje mascot

Ann deliberately opted for [www.koekenhondje.eu](http://www.koekenhondje.eu)

"A .eu domain looks ambitious and yet at the same time it still has this familiar feel about it. I think that's a very good combination. And yet, a .eu doesn't cost any more than a .be or a .com. With a .be you are limited to the Belgian market, while I'm also focusing on our neighbouring countries. On the other hand, you can't reconcile a .com address with the traditional character of our dog biscuit bakery. There's something impersonal about a .com address, something you'd associate with a multinational. We want to exude exactly the opposite."

will also be on sale online. After all, the more you buy, the lower the shipping costs."

"I also want to develop our B2B business via the web shop. In Germany, for instance, there are a good many shops with the same concept as mine, but who are either unable or don't want to bake their biscuits themselves. They can buy them from me."

Ann has a clever plan for the future. "I dream of having my own shop in the style of A.S. Adventure, the outdoor store. That feeling of adventure and toughness is what I like the most. The new accessories that I'm starting up lie along the same lines. I have to say I'm rather proud of the line of dog swimming jackets that I've just introduced."

However, her ambition doesn't stop there. "Once the sales channels and the web shop are up and running as they should be, I want to franchise my concept. People can open their own shop or established pet food shops that also want to focus on home-made dog biscuits can, on payment of a franchising fee, call on my expertise. I would then help the franchisees in the marketing and baking process. Make no mistake: baking dog biscuits is not easy. For instance, it took me a long time to find the right way to dry the biscuits. What I now know will save franchisees both time and effort, leaving us both with a win-win situation. The oven has a prominent part to play in the shop design. When you enter, it should be immediately clear that the biscuits are baked on the premises. It should give you the feeling of being in an old-fashioned bakery."

"Customers often say to me that they like coming to the shop. I'm a very social person and offer personal advice. Something that probably comes from my nursing background (laughs). Special food can really help dogs suffering from an allergy or diabetes. I listen to what my customers tell me and will never sell them something which I know will break very easily. Even if it means me earning less. Neither would I stock 'barking tapes', I don't agree with them. A dog barks for a reason." ■

Visit [koekenhondje.eu](http://koekenhondje.eu)

TOM (PORTUGAL)

**"Traditional home-baked dog biscuits simply don't exist here."**

Tom lives and works in Portugal. "Some friends of mine in Belgium told me about Koekenhondje. Traditional home-baked dog biscuits simply don't exist in Portugal and when I showed my colleagues the site they were extremely enthusiastic about the idea. They're the sort of people who travel a lot and can afford to buy top quality products. What's more, they've put in an order for the dog biscuits. It's a terrific product if you're a dog lover."



BIEKE (OWNER OF A NEARBY BED AND BREAKFAST)

**"Ann tested a lot of her recipes on our dog."**

"When Ann came up with the idea of her dog biscuits a couple of years ago my first thought was, 'Wow, now that's original.' I thought it was great how she kept at it, trying things out until she was completely satisfied with the biscuits. She spent a lot of time on it and it was fun to watch how things developed, as much for me as for my dog, Mirte."

# Typing tips for smartphones

Smartphones are meant to make our lives easier, so why is typing on them so complicated? Following these tips could increase your typing speed and accuracy by up to 30%.

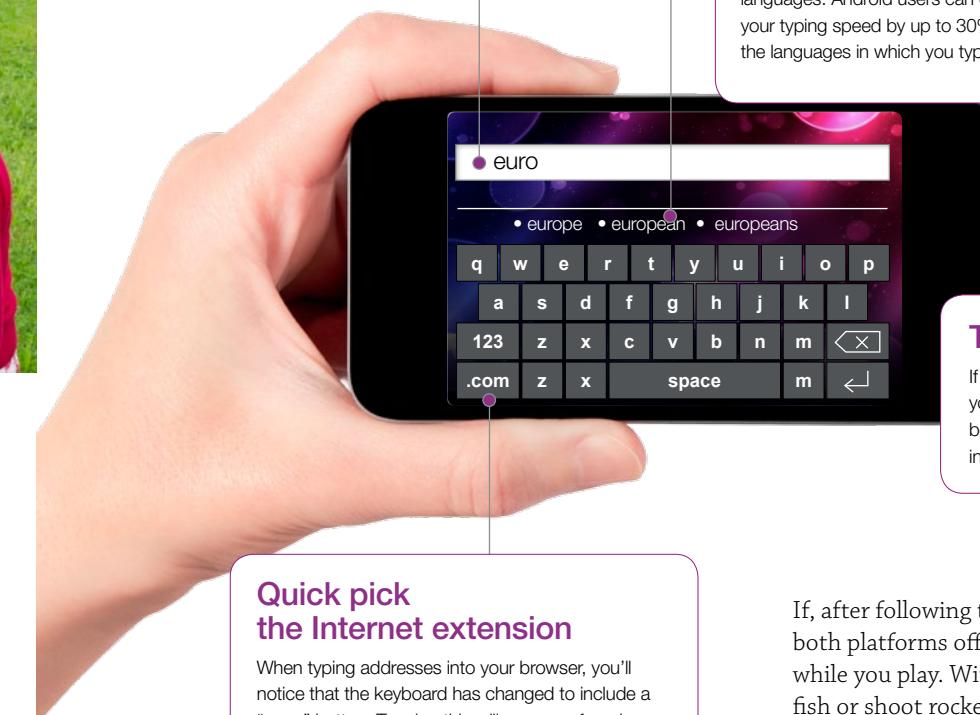
## Drop the "www."

When surfing the web, you can get to most websites without typing the "www." part of the URL in the address bar. If you leave it out, your browser will add it automatically.

## Accept auto correct

Most phones will offer to correct your typing by suggesting the word they think you want after you've typed only a few letters, known as auto correct. Accepting auto correct means you spend less time typing because you're not typing every letter, only the first few letters of each word.

If, like many Europeans, you type in multiple languages, auto correct can be annoying. iPhone users however can change their auto correct settings to include other languages. Android users can download Swiftkey. This application not only increases your typing speed by up to 30%, so the makers claim, but also allows you to specify the languages in which you type. Auto correct adapts accordingly.



## Quick pick the Internet extension

When typing addresses into your browser, you'll notice that the keyboard has changed to include a ".com" button. Tapping this will save you from having to type out the entire URL. Keeping your finger on the button will reveal other Internet extensions to choose from.

## Turn your phone on its side

If you type in portrait, it takes longer. That's because you are more likely to type with one hand and, because there is less horizontal space between individual keys, hit the wrong key by accident.

If, after following these tips, you're still not "up to speed", both platforms offer games that improve your typing skills while you play. With Typing Class, for iPhone, you can catch fish or shoot rockets out of the sky by typing the correct letters. Typing Tutor TypingDroid, for Android, keeps track of your typing statistics and allows you to compete against other people. ■

# Web host worries

Finding the right host for your website can be daunting when so many different companies, offering so many different packages, are competing for your attention. Considering your own needs first may be the best way to decide which offer is best for you.

## START AT THE BEGINNING

Before you even consider disk space, bandwidth or price, figure out what you want your business to achieve online. Ask yourself the following questions and use the answers to draw up a list of services that your website needs:

- What is your business model?
- What are your primary business goals?
- What will potential customers expect to see and do when they visit your website?

The services on your list should be your primary consideration when comparing various hosting offers and you should not make your decision based on price alone.

## SERVICES TO THINK ABOUT

### Website tools

Most web-service companies include basic tools in their hosting packages that allow you to design your own website. But it is not always easy for beginners to do or do well.

If you have experience, you may be confident enough to use your host's tools to build your own website. But if you would

appreciate some pointers, make sure you pick a hosting company that is prepared to offer you design help if you need it or offers web-design services. You could also hire an independent web-design agency.

Buyer beware: some hosts offer website building tools for free, but these may only work on that hosting company's name servers. If this is the case, you won't be able to move your website to another hosting company without having to rebuild it from scratch.

### Uploads

File Transfer Protocol, or FTP, is a good way to quickly upload big amounts of data, like video clips, audio files and downloadable documents, to your website. But if you are not comfortable using FTP, you should make sure your host offers a good online file manager.

Remember that the more data you upload, the more disk space you will need. Also, certain types of content, like video and audio files or high resolution images, take up more space than others.

### Analytical tools

To optimise your customers' online experience, you need to be able to see what they are doing and where they are going when they visit your website. Analytical tools like Google Analytics, AWSTATS and Webalizer offer valuable insight into visitors' behaviour and your host should allow you to download the logs of these programs.

### Email

If you have decided that you need email, consider whether you also need autoresponders – computer programs that automatically answer any emails they receive – email aliases or mailboxes which store your email until you can download it. Beyond your website, email is an important marketing tool



that allows you to stay in contact with website visitors, potential and past customers. Also, an email address that matches your website address looks more professional and official.

### Customer service

We hope you never need it, but if you do, your web host should offer 24/7 support in your native language.

If you prefer telephone support, you should check that your host offers it before signing up as many only offer customer support via email or live chat. ■

## A more stable Internet for all



Whenever you surf the Internet, you rely on a global network of name servers to find and get you the information you're looking for. These name servers run on various software packages, two of the most common being BIND and NSD.

At EURid, we want to make .eu, and the Internet as a whole, as robust and reliable as possible. We thought we'd diversify risk by introducing a third software package to the mix, one that we wrote ourselves.

## YADIFA

YADIFA®, the .eu name server implementation, has a small memory footprint, handles 30% more data queries than other packages and supports multiple operating systems. And we like it so much that we want to share it with the rest of the Internet industry by releasing it as open source software.

**Visit [yadifa.eu](http://yadifa.eu) to download the source code**

# Europe's greenest Internet extension

"Reduce, reuse and recycle" has always been our mantra when it comes to operating the .eu top-level domain. So we were particularly pleased recently when our efforts gained us the seal of approval from the EU Eco-Management and Audit Scheme (EMAS). To date, we are the first European top-level domain registry to achieve EMAS registration.

**E**MAS is a voluntary management tool for companies and organisations to evaluate, report and improve their environmental performance. This scheme helps companies optimise their production processes, reduce environmental impacts and use resources more efficiently. Currently, more than 4 500 organisations and approximately 7 800 locations are EMAS registered. At EURid, we have taken an environmentally responsible approach to operating .eu for many years. We

wanted to formalise our ongoing activities into a recognisable scheme and demonstrate our public commitment to operating in a sustainable manner. Since EMAS is a European Union scheme, it was an obvious choice.

#### REDUCING ENVIRONMENTAL IMPACT

We base our actions to reduce .eu's environmental footprint on the nine objectives listed in our Environmental Statement, which has been formalised through our EMAS registration.



**"At EURid, we believe that even companies working in cyberspace can do so in a sustainable manner."**

External Relations Manager, Giovanni Seppia, is responsible for the environmental management of .eu's operations and our commitment to EMAS.

#### WHAT WE DO

Among the actions to achieve the key objectives:

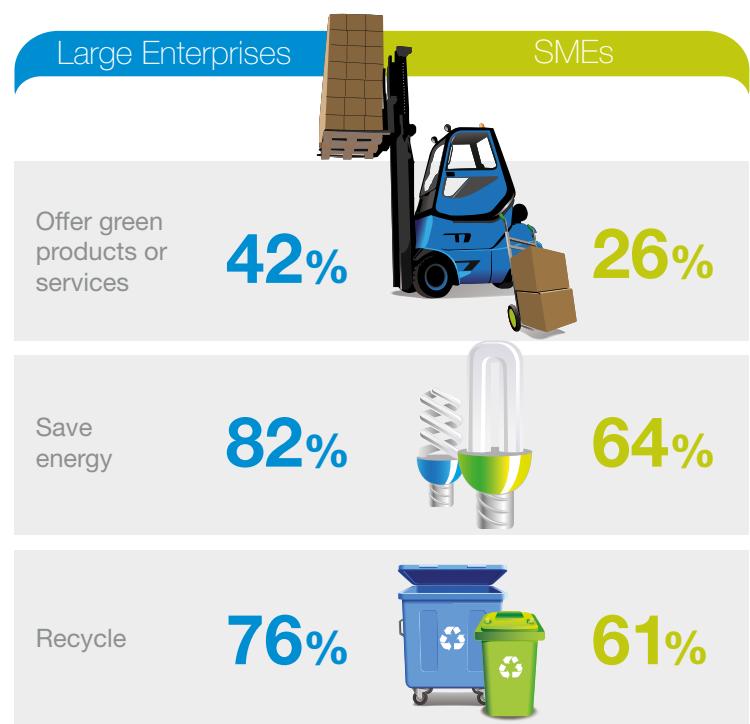
- Reduce carbon footprint by cutting greenhouse gas emissions through selecting green suppliers
- Minimise waste and the impact of its disposal
- Adopt energy and water-saving measures
- Implement a green corporate car policy
- Use products and materials more efficiently
- Communicate, both externally and internally, environmental goals and the measures being taken to achieve them
- Disclose environmental best practice to other Internet industry stakeholders.

#### HOW WE DO IT

Putting our policy into practice takes on many different forms. Here are a few examples:

- **Partnering with energy efficient data centres** - Our data centre in the Netherlands is hosted by one of Europe's greenest providers, TelecityGroup. We chose to work with TelecityGroup because they offer reduced energy consumption and carbon emissions, renewable energy sources and innovative technologies that improve power and cooling efficiencies.
- **Reducing paper use** - In May 2012 we introduced paperless invoicing for our registrars. Using less paper and envelopes not only benefits the environment, it is also more cost efficient.
- **Minimising environmental impact of events** - Whenever we organise events, we apply criteria from the United Nations Environment Programme (UNEP) meeting guide to ensure that the events, and associated travel, are as environmentally sound as possible.

Across Europe, being environmentally responsible is becoming more important for businesses



Source: Flash Eurobarometer 342, March 2012

These are only a few of the activities we have undertaken to ensure a more environmentally responsible .eu but we are planning many more because, through EMAS, we now have a roadmap that will help .eu become even greener over the next few years. ■

To find out what else we're doing, please visit [eurid.eu/green](http://eurid.eu/green)

# Making Europe greener



Every day the number of people registering a .eu domain name grows, adding to the 3.5 million .eu registrations already out there. At EURid, the organisation behind .eu, we are proud to help you get online and do so with a clean environmental conscience.



We are also proud to announce that .eu's operations are the most environmentally responsible of any Internet extension in Europe. Our company policy towards sustainability was recently given the seal of approval by EMAS, the EU Eco-Management and Audit Scheme. .eu is the first European Internet extension to be registered by EMAS, showing our commitment to a greener Internet infrastructure. You can find more information on what EURid is doing to ensure sustainable operations at [www.eurid.eu/green](http://www.eurid.eu/green).



[www.eurid.eu](http://www.eurid.eu)