

Yahoo! Secrets



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Do you Yahoo!?

If you connect to the Internet, chances are that you do.

Yahoo! is the most popular site on the Internet. More people visit Yahoo! every day than visit America Online or Google or Amazon.com or eBay or any other Internet destination. With more than 237 million users in 25 different countries (and 13 different languages), Yahoo! is visited by more than two-thirds of all Internet users at least once a month.

It's fair to assume that you're one of those 237 million users, and that you use Yahoo! to find other sites on the Web. But do you know *everything* you can do at Yahoo!? Do you know all about Yahoo! services, including free e-mail and online shopping and personal ads and stock quotes and TV schedules and travel reservations and interactive games and downloadable music radio and real-time chat and instant messaging and... well, *do you?*

Yahoo! At a Glance

You know, it's hard to believe that Yahoo! is ten years old. It was back in January of 1994 that Stanford University PhD students David Filo and Jerry Yang started

keeping track of their favorite sites on the Web, collecting and classifying hundreds and then thousands of different Web pages. As their little hobby grew more time-consuming, Filo and Yang created a custom database to house their Web links, and they made the database available for free on the Web. They named the database Yahoo! (an acronym for Yet Another Hierarchical Official Oracle) and, after about a year, moved their site from the overloaded Stanford servers to the larger-capacity servers of Netscape Communications Corporation.

In the spring of 1995, Yang and Filo began to realize the commercial appeal of their increasingly popular site; they accepted some venture capital and turned Yahoo! into a full-time business. Of course, the Yahoo! of today is a far cry from the database that resided on Filo and Yang's personal workstations at Stanford. Yahoo! has expanded well beyond a simple Web directory (even though most Yahoo! visitors still use the site primarily for searching). Today, Yahoo! is a full-fledged Web portal, a site that not only guides you to content across the Internet, but also contains its own proprietary content and services—everything from stock quotes to online auctions to interactive chat to free e-mail.

Just about everything you want to do with Yahoo! can be accessed from the Yahoo! home page (www.yahoo.com). You can use the home page to click through to other Yahoo! sites and services, as well as search or browse through the Yahoo! directory.

As you can see in Figure 1-1, even though the Yahoo! home page is crammed full of links, it's divided into just a few major sections.



Figure 1-1: The Yahoo! home page.

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At the top of the page, on either side of the Yahoo! logo, are icons that link to Yahoo!'s most popular services: My Yahoo!, Yahoo! Finance, Yahoo! Shop, Yahoo! Mail, Yahoo! Messenger, and Yahoo! HotJobs. Click these icons to go directly to those services.

Just below the Yahoo! logo is a set of tabs. These tabs change the type of search enabled from the search box—Web (default), Images, Yellow Pages, and Products. The tabs sit on top of the search box, along with the Search button and links to the advanced search and preferences pages.

Below the search box, on the left side of the page (the main column), are links to almost every other Yahoo! service. Below this section is normally an ad for one of the many Yahoo! services, then links to Yahoo!'s business and premium services. The entire right-hand side of the page is devoted to news headlines and advertising links.

The next section in the main column contains the main categories of the Yahoo! Web Site Directory; click any link to start browsing. Then, at the bottom of the page, you find links to local and international versions of Yahoo!, as well as links to additional Yahoo! services.

There are two ways to use the Yahoo! site to find information on the Web. The first is to browse through the categories in the Yahoo! directory; you do this directly from the category links on the Yahoo! home page. The second method is to search the Web for information (what Yahoo! calls Web Search), which you do from the search box at the top of the Yahoo! home page. The results you get from each search are quite different, as you'll learn later in this chapter.

Secret #1: Go Directly to Almost Any Yahoo! Page—No Clicking Necessary

Read back to that list of services offered by Yahoo! in the chapter's introduction. How do you access all these services, anyway?

Well, you can access most of these services from links located somewhere on Yahoo!'s home page—if you can find the right link. If you *can't* find a link to a particular service on the home page, scroll down to the bottom of the page and click the Even More Yahoo! link. This takes you to a page that lists every site and service that Yahoo! offers.

Use the Direct Address

Even better, almost every Yahoo! service has its own unique URL that you can enter directly into your browser's address box, or bookmark as necessary. You might think that remembering dozens of unique URLs would be difficult. And, of course, you'd be right—if you actually had to memorize the URLs. Fortunately, Yahoo! uses an address scheme that's easy on the old memory, thanks to its common-sense nature.

Yahoo!'s address scheme is simple. Just take the `yahoo.com` domain and add the service name in front of it, like this: `service.yahoo.com`. So, for example, if you want to go to Yahoo! News, you enter `news.yahoo.com`. If you want to go to Yahoo! Mail, enter `mail.yahoo.com`.

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insight**

The only major exception to this rule is the children's site **Yahooligans!**, which has the address www.yahooligans.com.

Still too much to remember? Then consult the address list in Table 1-1, where I did the hard work for you:

Table 1-1: Yahoo! Web Site Directory

<i>Yahoo! Site/Service</i>	<i>URL</i>
Yahoo! home page	www.yahoo.com
Yahooligans!	www.yahooligans.com
My Yahoo!	my.yahoo.com
Yahoo! Address Book	address.yahoo.com
Yahoo! Astrology	astrology.yahoo.com
Yahoo! Auctions	auctions.yahoo.com
Yahoo! Autos	autos.yahoo.com
Yahoo! Banking Center	banking.yahoo.com
Yahoo! Bookmarks	bookmarks.yahoo.com
Yahoo! Briefcase	briefcase.yahoo.com
Yahoo! Buzz Index	buzz.yahoo.com
Yahoo! by Phone	phone.yahoo.com
Yahoo! Calendar	calendar.yahoo.com
Yahoo! Chat	chat.yahoo.com
Yahoo! Classifieds	classifieds.yahoo.com
Yahoo! Companion (toolbar)	companion.yahoo.com
Yahoo! Education	education.yahoo.com
Yahoo! Entertainment	entertainment.yahoo.com
Yahoo! Fantasy Sports	fantasysports.yahoo.com
Yahoo! Finance	finance.yahoo.com
Yahoo! Games	games.yahoo.com
Yahoo! GeoCities	geocities.yahoo.com
Yahoo! Get Local	local.yahoo.com
Yahoo! Greetings	greetings.yahoo.com
Yahoo! Groups	groups.yahoo.com
Yahoo! Health	health.yahoo.com
Yahoo! HotJobs	hotjobs.yahoo.com
Yahoo! Insurance Center	insurance.yahoo.com
Yahoo! Launch (music)	launch.yahoo.com

continued

Table 1-1 (continued)

Yahoo! Site/Service	URL
Yahoo! Loan Center	loan.yahoo.com
Yahoo! Lottery Results	lottery.yahoo.com
Yahoo! Mail	mail.yahoo.com
Yahoo! Mail Plus	mailplus.yahoo.com
Yahoo! Maps	maps.yahoo.com
Yahoo! Message Boards	messages.yahoo.com
Yahoo! Messenger	messenger.yahoo.com
Yahoo! Mobile	mobile.yahoo.com
Yahoo! Movies	movies.yahoo.com
Yahoo! News	news.yahoo.com
Yahoo! PayDirect	paydirect.yahoo.com
Yahoo! People Search	people.yahoo.com
Yahoo! Personals	personals.yahoo.com
Yahoo! Pets	pets.yahoo.com
Yahoo! Photos	photos.yahoo.com
Yahoo! Picture Gallery	gallery.yahoo.com
Yahoo! Products Search	products.yahoo.com
Yahoo! Real Estate	realestate.yahoo.com
Yahoo! Shopping	shopping.yahoo.com
Yahoo! Small Business	smallbusiness.yahoo.com
Yahoo! Sports	sports.yahoo.com
Yahoo! Store	store.yahoo.com
Yahoo! Tax Center	taxes.yahoo.com
Yahoo! Travel	travel.yahoo.com
Yahoo! TV	tv.yahoo.com
Yahoo! Wallet	wallet.yahoo.com
Yahoo! Weather	weather.yahoo.com
Yahoo! Web Hosting	webhosting.yahoo.com

Use the Search Box Shortcut

If entering an entire URL is too much work, Yahoo! lets you use special shortcuts in its search box to go directly to a particular Yahoo! site. All you have to do is enter the feature name followed by an exclamation mark, like this: **feature!**.



So if you want to go to Yahoo! Travel, enter **travel!** into the search box and then click the Search button. If you want to go to Yahoo! Mail, enter **mail!**. You get the picture.

Secret #2: The Yahoo! Directory Has Higher-Quality Results than Yahoo! Web Search—but Fewer of Them

Yahoo! was created as a hand-picked directory of Web sites. Over the past decade, however, the Yahoo! directory has become a less and less important part of the Yahoo! pantheon of services—to the point where many users don't even know the directory exists. After all, if you use the search box on the Yahoo! home page—which Yahoo! obviously wants you to do—you pass over the directory entirely.

That's too bad, because the Yahoo! directory is actually a pretty good assemblage of what's out there on the Web. It's also arguably the *easiest* search site for Web surfers to use.

It all boils down to the basic difference between a directory and a search index. You see, there are two approaches to organizing all the information on the World Wide Web. One approach is to use a special type of software program (called a *spider* or *crawler*) to roam the Web automatically, feeding what it finds back to a massive bank of computers. These computers hold *indices* of the Web—in some cases, entire Web pages are indexed; in other cases, only the titles and important words on a page are indexed. This approach is the one taken by the big search engines, such as Google, AltaVista, and HotBot—and by Yahoo!'s Web Search feature (which is actually supplied by Google, as you'll learn in Secret #3).

The other approach—the one taken by the Yahoo! directory—is to have actual human beings physically look at each Web page and stick each one into a hand-picked category. After you get enough Web pages collected, you have something called a *directory*.

Unlike a search engine, a directory doesn't search the entire Web—in fact, a directory catalogs only a very small part of the Web. But a directory is very organized, and very easy to use, and lots and lots of people use Web directories (such as Yahoo!) every day.

Of course, that's not to say that the Yahoo! directory is perfect. Far from it. For starters, it's small—only 2 million pages, versus 3 *billion* or so in Yahoo!'s Google-supplied Web Search index. (That means that Yahoo!'s directory content represents less than 1/150 of the total number of pages currently published on the Web—not very comprehensive at all.)

Fortunately, you don't have to limit yourself to the listings in the Yahoo! directory; Yahoo! supplements its directory listings with search results from a third-party search engine. Read on to learn another little secret about Yahoo!'s search capabilities.

Secret #3: When You Search Yahoo!, You're Searching Google

Okay, Yahoo! is known for its high-quality and well-organized Web directory. But when you use Yahoo!'s Web Search feature, you bypass the directory entirely and instead retrieve results supplied by a third-party search engine.

That's right. When you use the search box on Yahoo!'s home page, you're not searching Yahoo!—you're searching Google.

For some time now, Yahoo! has supplemented its directory listings with results from a partner search engine. Early on, Yahoo! offered results from the Inktomi search engine. Today, Yahoo! uses results provided by Google.

insider insight

The contract that Yahoo! has with Google is not open-ended, which means that when the current contract expires, it's possible that Yahoo! might go with a different search index provider—such as Inktomi, which Yahoo! purchased in March of 2003, or AllTheWeb or AltaVista, which Yahoo! acquired later the same year. So it wouldn't take a great stretch of the imagination to envision Yahoo! delivering some blend of Inktomi/AllTheWeb/AltaVista results sometime in the future, either in place of or in addition to the current Google results.

Do your own comparison. Enter a query into the Yahoo! search box, then go to Google (www.google.com) and enter the same query. The results should look familiar.

Since searching with Yahoo! is the same as searching with Google, you can use Google's advanced search operators when you conduct a Yahoo! Web Search. These operators help you fine-tune your search by including or excluding specific words, searching for exact phrases, and narrowing your search to certain sites or domains. There's no point in repeating those operators twice in the same book, so turn to Chapter 6 to learn more—then utilize those advanced search operators the next time you construct a query on Yahoo!.

insider insight

In addition to using Google's advanced search operators, Yahoo! also has a few special keywords of its own you can use in the home page search box. Read Secrets #8 through #12 to learn more.



Secret #4: Yahoo!'s Advanced Search Page

As you just learned, Yahoo!'s Web Search is powered by Google, which means you can use all of Google's advanced search operators to construct your search queries. If that sounds too complicated, you can perform most of the same operations using Yahoo!'s Advanced Search page. The nice thing about using Advanced Search is that you don't have to remember those fancy operators. Just select the options you want from those listed and click the Search button; Yahoo! does the rest.

You access the Advanced Search page by clicking the Advanced link next to a particular page's Search button. Each type of Yahoo! search has its own specific Advanced Search page; for example, the Advanced Web Search page (shown in Figure 1-2) includes options specific to Web searching, while the Advanced Directory Search page includes options for finding categories in the Yahoo! directory.

YAHOO! search Search Home - Yahoo! - Help

[Click here to try the Yahoo! Product Search Beta](#)

Advanced Web Search

You can use the options on this page to create a very specific search. Just fill in the fields you need for your current search. Search

Show results with

<input type="radio"/> all of these words	<input type="text"/>	<input type="text" value="any part of the page"/>
<input type="radio"/> the exact phrase	<input type="text"/>	<input type="text" value="any part of the page"/>
<input type="radio"/> any of these words	<input type="text"/>	<input type="text" value="any part of the page"/>
<input type="radio"/> none of these words	<input type="text"/>	<input type="text" value="any part of the page"/>

Tip: Use these options to look for an exact phrase or to exclude pages containing certain words. You can also limit your search to certain parts of pages.

Updated

Site/Domain

Any domain

only .com domains only .gov domains

only .edu domains only .org domains

only search in this domain/site:

Tip: You can search for results in a specific website (e.g. yahoo.com) or top-level domains (e.g. .com, .org, .gov).

Mature Content Filter On - Filter out mature Web content

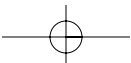
Off - Do not filter Web results

Advisory: The mature content filter is designed to filter out explicit, adult-oriented content from Yahoo! Search results. However, Yahoo! cannot guarantee that all explicit content will be filtered out.

Tip: If you'd like to block explicit content for every search, you can set this in [preferences](#). Keep in mind that this filter may not block all offensive content.

Country

Figure 1-2: Simplify sophisticated searches with Yahoo!'s Advanced Search page.



Secret #5: Search for Images (Using Google Image Search)

Okay, here's another function Yahoo! shares with Google—image search. When you access Yahoo!'s Search for Images page (img.search.yahoo.com) you're actually accessing Google Image Search. That's not a bad thing; Google Image Search is one of the best search indexes on the Web for photographs, pictures, and other graphics. If you want to find a picture of something, this is the search to use.

I won't go into how to use Yahoo!'s image search function, as it's virtually identical to that of Google Image Search. Read the section on Google Image Search in Chapter 6 to learn more.

Secret #6: Access All of Yahoo!'s Searches from a Single Page

As you're discovering, Yahoo! offers a variety of search options. There's Yahoo! Web Search (via Google) and the Yahoo! directory, as well as separate news, image, map, product, and Yellow Pages searches.

While you can go to each of these search pages separately, they're all easily accessed from the Yahoo! Search page (search.yahoo.com), shown in Figure 1-3. Just click the icon for the type of search you want to conduct, and then start searching!

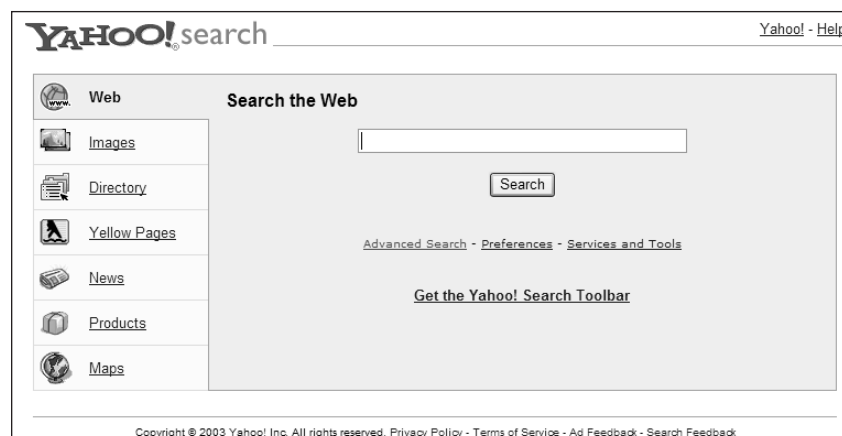


Figure 1-3: All your searches in one place—the Yahoo! Search page.



Secret #7: Expand Your Search Results

Just because you conduct one type of Yahoo! search doesn't mean you can't expand your query into other types of searches. It's as easy as clicking a new tab on your search results page.

As you can see in Figure 1-4, there are a series of tabs at the top of each search results page. These tabs are:

- ◆ **Web**—The default Web search using Google's search index
- ◆ **Images**—Finds related photographs and images
- ◆ **Directory**—Finds related sites listed in the Yahoo! directory
- ◆ **Yellow Pages**—Finds related businesses
- ◆ **News**—Searches Yahoo! News for related stories
- ◆ **Products**—Searches Yahoo! Shopping for matching products

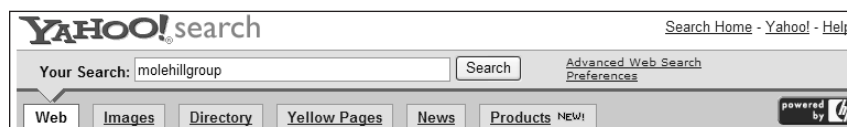


Figure 1-4: Click a tab to expand your search into other areas of Yahoo!

Click one of these tabs to display a new page of search results.

Secret #8: Search for the Weather Forecast

In addition to the advanced search operators discussed in Secret #2, Yahoo! includes a number of keywords you can use to conduct specific types of searches directly from the search box on the Yahoo! home page. The first one we'll look at is the keyword **weather**, which you use to search for local weather forecasts.

To use this keyword, enter the keyword followed by the city and state that you're interested in, like this: **weather city state**. For example, if you want to display the weather forecast for Chicago, enter **weather chicago il** into the search box, then click the Search button. (You can also enter **weather zipcode** to display the forecast for a larger area.) Yahoo! will display a Yahoo! Weather box, like the one shown in Figure 1-5, with the current conditions and forecast, along with a link to a five-day forecast.



Figure 1-5: Use the **weather** keyword to search for local forecasts.

note

The **weather** keyword search is separate from the Yahoo! Weather page—which you can learn more about in Secret #27.

Secret #9: Search for News

Yahoo! also offers a dedicated keyword you can use to search for the latest news headlines on a specific topic. When you use the **news** keyword, Yahoo! displays the top three current headlines, as shown in Figure 1-6. Click any headline link to display the full story.

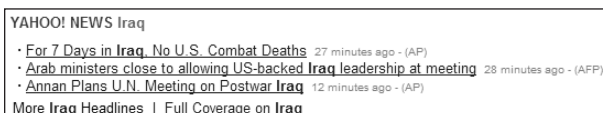


Figure 1-6: Use the **news** keyword to search for news headlines.

To use this keyword, enter the following into the Yahoo! search box: **news topic**. For example, to display the latest headlines about Iraq, enter **news iraq**.

note

The **news** keyword search is separate from the Yahoo! News page—which you can learn more about in Secret #27.

Secret #10: Search for Maps

Another keyword you can use is **map**, which searches for maps by address, city, or area code. Just enter this keyword along with information about a location into the Yahoo! search box; when you click the Search button, Yahoo! displays a small map like the one in Figure 1-7. Click the View Larger Map link to view an interactive, full-page version of this map.



Figure 1-7: Use the **map** keyword to search for maps.

To map a specific address, enter **map streetaddress city state**, like this: **map 123 n main st minneapolis mn**. To display a city map, enter **map city state**, like this: **map minneapolis mn**. To display a map of a larger area, it's a little different; enter **zipcode map**, like this: **93932 map**. You can also display country or regional maps by entering **map country** like this: **map australia**.

note

The **map** keyword search is separate from the Yahoo! Maps page—which you can learn more about in Secret #31.

Secret #11: Search for Definitions

We're not through with keywords yet. There's one more keyword you can use in the Yahoo! search box, this one to display a dictionary definition for just about any English-language word. Just enter the keyword **define** followed by the word, like this: **define word**. For example, entering **define speed** displays the definition shown in Figure 1-8.

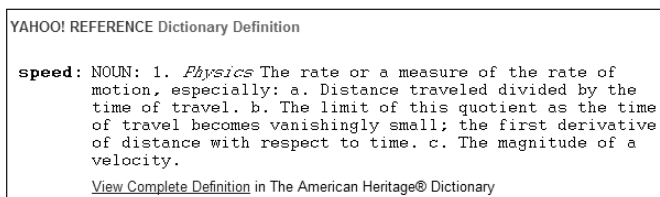
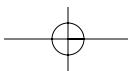


Figure 1-8: Use the **define** keyword to search for dictionary definitions.

note

The **define** keyword search is separate from the Yahoo! Reference page—which you can learn more about in Secret #19.



Secret #12: Go There *Now!*

When you use one of Yahoo!'s search keywords (**weather**, **news**, **map**, or **define**), Yahoo! displays the particular information you want in a small box at the top of an otherwise normal search results page. If you'd rather be taken to a full page of specific information—a full-page map from Yahoo! Maps, for example—you can bypass the search results page by adding what Yahoo! calls the “go there now” operator to the end of your query. This operator is a simple exclamation point (!).

So if you want to display a full-page map of Los Angeles, enter **map los angeles ca!**. If you want to view the full-page Yahoo! Weather forecast for Detroit, enter **weather detroit mi!**. If you want to view a full page of reference information about the word “fortify,” enter **define fortify!**.

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As you might recall from Secret #1, you also use the “go there now” operator after Yahoo!'s site shortcuts—such as **news!** and **mail!**.

Secret #13: Add a Yahoo! Toolbar to Internet Explorer

If you're using Internet Explorer 4.0 for Windows (or a later version), you can add a special Yahoo! toolbar—called the Yahoo! Companion—to your Web browser. This toolbar, shown in Figure 1-9, makes using Yahoo! easier by adding special Yahoo!-specific buttons to your Internet Explorer browser.



Figure 1-9: The Yahoo! Companion toolbar.

Here's some of what you'll find on the Yahoo! Companion toolbar:

- ◆ **Y!**—Go directly to the Yahoo! home page
- ◆ **Search**—Initiates a Web Search (by default); pull down the Search list to conduct directory, news, Yellow Pages, images, or maps searches
- ◆ **Mail**—Accesses your Yahoo! Mail inbox; an alert button will also appear when you have unread e-mail
- ◆ **My Yahoo!**—Go directly to My Yahoo!

To download and install the Yahoo! Companion, go to the companion.yahoo.com page and click the Get Yahoo! Companion Now button. Follow the onscreen instructions to download the toolbar to your computer and install it into IE.



Secret #14: Create Your Own Personal My Yahoo!

With everything Yahoo! has to offer, it's not surprising that many users use Yahoo! as their start page for all their Web travels. While the normal Yahoo! home page is an okay start page, it's rather generic. Wouldn't it be better to create your own personal version of Yahoo!, comprised of those services that you use most every day?

Well, Yahoo! makes it easy to create your own personal Yahoo!. It's called My Yahoo!, where you can pick and choose what you see—and what you *don't* see—every time you log on.

My Yahoo! is located at my.yahoo.com. Easy to remember, eh? The first time you visit My Yahoo!, you must register for the service and customize your page. After that, each time you go to My Yahoo!, you'll see *your* Yahoo! page exactly as you configured it.

After you've signed on, you see the generic My Yahoo! page shown in Figure 1-10. This is an okay page—it gives you an idea of what you can do with My Yahoo!—but the whole point of using My Yahoo! is to create a *customized* page, which you can do quite easily.

The screenshot shows the My Yahoo! homepage interface. At the top, there's a navigation bar with 'New Page' and 'monday - sep 8'. Below this are buttons for 'Change Colors', 'Choose Content', 'Change Layout', and 'Add/Delete Pages'. The main content area is divided into several sections:

- Sign in to Yahoo!:** Includes input fields for 'Yahoo! ID' and 'Yahoo! Password', a checkbox for 'Remember my ID & Password', and a 'Sign in' button. A link for 'Need help signing in?' is also present.
- Free Personalized Content:** A large section with the heading 'My Yahoo! All in One Place!'. It encourages users to 'Personalize it to your needs!' and lists benefits: 'My Yahoo! is everything you need on one page', 'Check your stocks, mail, weather, sports scores, and movie listings on one page.', and 'Take a tour of My Yahoo!'. A 'Sign Up Now!' button is at the bottom right.
- Lead Photo:** A photo of President Bush with the caption 'Bush Aides Defend \$87B Request for Iraq'. The text below reads: 'President Bush speaks about his No Child Left Behind education program at Kirkpatrick Elementary School principal in Nashville, Tenn. on Monday, Sept. 8, 2003. (AP Photo/Mark Humphrey)'. A link for 'All Today's News at Yahoo! News' is at the bottom right.
- Inside My Yahoo!:** A sidebar section with a close button. It contains links for 'weather forecast in video', 'Get out. Do Good' (volunteering), and 'HotJobs' (job search).
- New Page Headlines:** A section with a close button and the text 'Customize your My Yahoo Headlines to see only the news of interest to you.' A 'Top Stories from Reuters' link is at the bottom left.
- Weather:** A small section at the bottom left with an 'Edit' button.

Figure 1-10: Turn My Yahoo! into *your* Yahoo!.

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My Yahoo! can display a variety of different types of content, each in its own *module*. It's up to you to choose which content modules you want to display. To select which modules are displayed on your My Yahoo! page, click the Choose Content button. When the Personalize Page Content page appears, put a check mark next to each module you want to display and uncheck those topics you don't want to display.

Most modules let you customize the content that is displayed within; for example, you can create your own list of stocks to display in the Portfolios module and choose what types of news are displayed in the My Front Page Headlines module.

Although the specific customization is different for each module, the general steps you take are the same. Click the Edit button on the module you want to customize; when the next page appears, read the instructions carefully and then make the appropriate choices. This may include selecting or deselecting topics, choosing how many headlines are displayed, entering stock tickers for your portfolio, and so on.

After you've decided on all your content, you need to arrange that content on your page. By default, My Yahoo! uses a two-column layout, with the left column narrower than the right. You can also choose a three-column layout, with a big center column; just click the Choose Layout button to make your selection. You can then assign different content modules to different areas of the page.

If you don't like the default colors of the My Yahoo! page, you can choose from a variety of other color schemes. Just click the Change Colors button, then choose from one of the predefined color themes—or click the Customize Theme link to choose your own colors for each page element.

Your My Yahoo! is now complete—and ready to be changed again whenever you feel like it!

insider insight

Some modules—such as the Portfolio and Headlines modules—include a **Detach** button that's not found on other modules. When you click the **Detach** button, the contents of that module are displayed in a separate window on your desktop. This is a great way to display constantly updated information (such as stock prices) while freeing up your Web browser for other surfing.

Secret #15: Make Yahoo! Safe for Kids

As you're well aware, not every page on the Web is suitable for underage viewing. Fortunately, Yahoo! offers several options that help you protect your children from inappropriate content online.

Yahoo's Mature Content Filter

The first line of defense is to filter inappropriate content from Yahoo!'s search results. Yahoo! offers a Mature Content Filter you can apply when searching; with this filter activated, Web pages containing sex or language or other bad stuff are automatically deleted from all search results.



To activate Yahoo!'s Mature Content filter, click the Preferences link next to the Search button on Yahoo!'s home page. Scroll down the Search Preferences page to the Mature Content Filter section; you can choose from Strict (filters text and images) or Moderate (filters images only) filtering, or turn the filter off.

Yahoo! Family Accounts

Another available option is to create a Yahoo! Family Account. This enables you to create separate Yahoo! IDs for each of your children. You can then control what information your children give to Yahoo!—and determine which Yahoo! features your children can and can't access.

The key to managing your Family Account is to create separate Yahoo! IDs for each of your children. There are two classes of children's IDs available with Yahoo! Family Accounts: Under 13 and 13 to 18. Each age class has its own unique restrictions as part of a Family Account. Under 13 IDs are prohibited from entering any personal information online, participating in auctions or personals, or accessing any adult areas. The 13 to 18 IDs are only prohibited from participating in auctions and accessing adult areas—but they *can* leave personal information online.

In addition, the primary ID on a Family Account (meaning *you!*) can log into Yahoo! under any of the other IDs. This enables you to monitor and make changes to your child's account using all of Yahoo!'s various tools—such as blocklists, buddy lists, and so on.

Creating a Family Account is similar to creating a regular Yahoo! account. The big difference is that—to establish the age of the primary account member—you have to enter a credit card number. (The assumption is that no one under 18 has a credit card.) Yahoo! will not make charges to your card; it only uses the card for age ID purposes.

To create your Family Account, go to family.yahoo.com. You should see the Welcome to Yahoo! Family Accounts page; click the Sign Me Up link and complete the steps as instructed. (If you already have a Yahoo! account, just enter your Yahoo! ID and Password.)

Once you've created an account, you can add a new child ID for each of your children. From the Yahoo! Family Accounts page, click the Add Child Account button and follow the onscreen instructions.

Yahooligans!

Even better than filtering your children's Internet usage, why not give them their own kids-safe start page to use when they're surfing? Yahoo! provides just such a page—called Yahooligans!

Yahooligans! (www.yahooligans.com) is a kids-oriented directory that is part of the Yahoo! network of sites. Each site listed in the Yahooligans! directory has been carefully checked by an experienced educator to ensure that the site's content is appropriate for children aged 7 to 12.

As you can see in Figure 1-11, Yahooligans! works just like the main Yahoo! Web directory, which means you can find sites by either browsing through categories or directly searching. The difference is that this directory includes categories and sites of particular interest to children and teenagers—as well as additional features and services.



Figure 1-11: Yahoo! for kids—Yahooligans!

In addition to all the cool kids-friendly content, Yahooligans! offers a few other neat features to help protect your children online. For example, when you conduct a search on Yahooligans!, it searches only the Yahooligans! directory—it doesn't back out to the Web for a larger (unsupervised) index search. And the Yahooligans! directory doesn't include sites with any content inappropriate for younger Web surfers, so it's completely kids-safe.

In other words, Yahooligans! is the perfect start page for your kids.

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Yahooligans! is more than just a directory of family-friendly Web sites. Yahooligans! also includes a variety of fun and informational services, from downloadable pictures to interactive online games.

Secret #16: Find a Local Yahoo!—or a Global One

You're familiar with the main U.S. Yahoo! site—but did you know that Yahoo! offers regionalized sites for more than 20 different countries, as well as local sites for thousands of communities throughout the United States?

Local Yahoo!

Yahoo! isn't just a big national site, it's also a network of thousands of local sites, customized to the events and listings of local communities across the United States. You can access any local site from the Yahoo! Get Local page (local.yahoo.com).

Each local site includes a variety of region-specific features, including links to local lottery results, maps and driving directions, local news headlines and sports scores, weather forecasts, and a local Web directory.

World Yahoo!

If you're a U.S. resident, the main Yahoo! site is a great site. But if you live outside the U.S., you could get frustrated at the American-centric site listings—and if you don't speak English, you might not be able to use the site at all!

For that reason, Yahoo! has been busy creating a network of World Yahoo!s, complete with country-specific site listings and pages created in the native language. Figure 1-12 shows one of these sites, Yahoo! Mexico.

Figure 1-12: One of the many world Yahoo! sites—Yahoo! Mexico.

All the World Yahoo!s are listed at the bottom of the U.S. Yahoo! home page, or you can go directly to the sites using the addresses listed in Table 1-2.

Table 1-2: World Yahoo!

<i>World Yahoo!</i>	<i>Web Address</i>
Argentina	ar.yahoo.com
Asia	asia.yahoo.com
Australia and New Zealand	au.yahoo.com
Brazil	br.yahoo.com
Canada	ca.yahoo.com
Catalan	ct.yahoo.com
China	cn.yahoo.com
Chinese (U.S. site in Chinese)	chinese.yahoo.com
Denmark	dk.yahoo.com
France	fr.yahoo.com
Germany	de.yahoo.com
Hong Kong	hk.yahoo.com
India	in.yahoo.com
Italy	it.yahoo.com
Japan	www.yahoo.co.jp
Korea	kr.yahoo.com
Mexico	mx.yahoo.com
Norway	no.yahoo.com
Singapore	sg.yahoo.com
Spain	es.yahoo.com
Spanish (U.S. site in Spanish)	espanol.yahoo.com
Sweden	se.yahoo.com
Taiwan	tw.yahoo.com
U.K. and Ireland	uk.yahoo.com

Secret #17: Search for People

It's no surprise that one of the more popular types of Web searches involves looking for people—specifically, for people's street addresses, phone numbers, and e-mail addresses. In the pre-Internet days, you'd conduct all your people and business searches using your local White Pages directory. Today, you can toss the paper directory and do all your people searching with Yahoo!.



Yahoo! People Search

When you want to search for someone's street address or phone number, use the Yahoo! People Search directory (people.yahoo.com). From this page, shown in Figure 1-13, you can search for people anywhere in the United States.

Figure 1-13: Searching for individuals with Yahoo! People Search.

When you conduct a Yahoo! People Search search, Yahoo! displays a list of names matching your query; each listing includes the full name, street address, city, state, zip code, and phone number. To display more information about any person listed, click the person's name. This displays the Detailed Information page, which includes a list of nearby businesses, a map of this person's neighborhood, and a wealth of other related links.

Yahoo! Member Directory

If the person you're looking for is a Yahoo! user, chances are that person has created a public profile. You can search these public profiles from the Yahoo! Member Directory page (members.yahoo.com). Yahoo! lets you search by Yahoo! ID, person's name, or interests. (The Yahoo! Member Directory page is a good starting point for all your people searching—it also includes search functionality for Yahoo! People Search and Yahoo! Personals.)

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To create or edit your own Yahoo! public profile, go to the Yahoo! Profiles page (profiles.yahoo.com). Your public profile can contain your Yahoo! ID, real name, e-mail address, location, age, marital status, sex, occupation, photo, home page, and favorite cool links.

Yahoo! Personals

Of course, there's another reason you might want to search for someone online—you're interested in romance. When it comes to hooking up with that special someone, nothing beats browsing the online personal ads.

Yahoo! has its own personal ad service, called Yahoo! Personals (personals.yahoo.com). You can browse or search by relationship type, gender match, age,

and other factors. And, of course, you can also place your own personals ad. It's a great way to meet people.

note

Yahoo! Personals, like all personals sites, charges a monthly fee to use—which makes this feature one of the few parts of the Yahoo! site that isn't free.

Secret #18: Search for Businesses

Then there's the related business of searching for businesses. Searching for a particular business on Yahoo! is a lot like searching for an individual. The difference is you use Yahoo!'s Yellow Pages directory instead of the White Pages directory.

Yahoo! Yellow Pages

With Yahoo! Yellow Pages (yp.yahoo.com), shown in Figure 1-14, you can browse through different categories of businesses, or search for specific businesses or types of businesses. When you first access the Yellow Pages, you input your zip code, so Yahoo! can direct you to businesses in your area; you can also change your location at any time to search for businesses anywhere in the United States.

The screenshot shows the Yahoo! Yellow Pages interface. At the top, there's a navigation bar with 'YAHOO! GetLocal' and 'Yellow Pages' logos, along with links for 'Welcome, Guest User', 'Sign In', 'Maps', 'Yellow Pages', 'City Guides', and 'Travel'. Below this is a search bar with the text 'Your Search:' and a 'Search' button. To the right of the search bar, it says 'Location: No location selected' and 'Change Location'. The main content area is divided into several sections: 'Feature Your Business - Become a Yahoo! Yellow Pages Sponsored Business', 'Top Searches' with links for 'Auto Dealers', 'Banks', 'Hotels', 'Restaurants', 'Dept. Stores', 'Pizza', 'Florist', and 'Hardware and Tools'; 'Featured Sponsors' with logos for Enterprise, Meineke, Flower.com, and Rite Aid Pharmacy; and a list of business categories including Automotive, Community, Computers and Internet, Education and Instruction, Entertainment and Arts, Legal and Financial, Other Professional Services, Personal Care, Real Estate, and Recreation and Sports. On the right side, there is an advertisement for Yahoo! Web Hosting, listing features like 'Free domain & email', 'FrontPage support', 'PHP and MySQL support', 'Automated backup & restore', and '24/7 Customer Support'. The ad also states 'No html coding required' and 'Another reason to build your Web site with YAHOO! Web Hosting'.

Figure 1-14: Searching for businesses with the Yahoo! Yellow Pages.



Each listing includes the name, address, city, state, and phone number for the business listed. If a business has a Web site, a Web site link appears next to the listing; click this link to jump to that site.

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If you want to see businesses in order of their proximity to a specific address, click the Find Near You link. This lists businesses in order of distance to your address, closest first. Each listing includes the approximate distance (in miles) from your address.

Searching for Businesses from the Search Box

Here's a bonus secret—you don't have to go to Yahoo! Yellow Pages to search for a business address. Yahoo! lets you search for businesses directly from the search box on the Yahoo! home page. All you have to do is enter the zip code for the business, followed by the business category or name, like this: **zipcode name/category**. For example, if you want to display all electricians in the 93032 zip code, you'd enter **93032 electrician**. If you're searching for Bob's Pizza in zip code 46224, enter **46224 bob's pizza**.

Secret #19: Look Up Reference Information— for Free

Yahoo! provides a variety of reference tools for your use, collected under the Yahoo! Reference banner. Go to education.yahoo.com/reference/ and you'll find links to the *American Heritage Dictionary*, the *American Heritage Spanish Dictionary*, *Rogets II: The New Thesaurus*, *Columbia Encyclopedia*, *Bartlett's Familiar Quotations*, *Gray's Anatomy of the Human Body*, and more—all free for the reading. It's kind of like having your own personal library on your own PC.

Secret #20: Get Free E-Mail

Chances are you already have one or more e-mail accounts through your Internet service provider or place of employment. Why in the world would you want yet another e-mail account?

Well, it's always good to have another e-mail account—especially if it's free. You can always use a new account to hide from spammers, or to use for specific purposes. In addition, having a Web-based e-mail account is great when you're traveling; you can access your e-mail from any Web browser on any computer anywhere there's an Internet connection.

If you want universal e-mail accessible from any Web browser on any PC—and you want it free of charge—then you want Yahoo! Mail. Yahoo! Mail is a Web-based e-mail service, totally free of charge, that you can use to replace or supplement your existing e-mail account(s).

If you've already signed up for a Yahoo! service, you already have a Yahoo! ID and password. Your Yahoo! ID becomes your Yahoo! Mail address; just add a @yahoo.com to your ID, and you're ready to go. (And if you haven't yet signed up for Yahoo!, do so now—it doesn't cost anything.)

You access Yahoo! Mail, at mail.yahoo.com. As you can see in Figure 1-15, the Yahoo! Mail home page provides access to your inbox and stored messages folders. This is also where you create new e-mail messages.



Figure 1-15: Get free Web-based e-mail with Yahoo! Mail.

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Yahoo! also offers a paid e-mail service, called Yahoo! Mail Plus (mailplus.yahoo.com). For \$29.99 (and up) a year; you get more storage capacity, as well as advanced spam filtering and message management.

Secret #21: Listen to Your E-Mail by Phone

Here's something different. When you can't get to your computer, you can use Yahoo! by Phone to listen to your e-mail messages over any telephone. You access your account by voice recognition; just dial 1-800-MY-YAHOO to retrieve all waiting messages.

Yahoo! by Phone costs \$4.95 per month. You can get more information and sign up for this service at phone.yahoo.com.



Secret #22: Chat with Other Yahoo! Users

People like to talk to one another. Communication is the foundation of our society, and the Internet has helped foster communication among hundreds of millions of computer users around the world. Blah, blah, blah.

You probably don't care about *why* people want to chat online—you only care about how to get chatting yourself. Well, that's the topic of our next secret. That's right, Yahoo! is one of the largest forums for online chat and messaging. Yahoo! members *really* like to talk to each other—either one-on-one, or in groups.

Yahoo! Chat

Let's start with group communications, which you do with Yahoo! Chat (chat.yahoo.com). Once you load the Yahoo! Chat software, you enter a topic-specific chat room where you join other users in a group conversation. You send messages to the room using your keyboard and read everyone else's messages on your computer screen. You can even send private messages to other users in a chat room, so you can keep your personal conversations out of the public eye.

The Yahoo! Chat page is your home page for all of Yahoo!'s chat activities. From here you can access featured chat rooms and chat events, or browse through the available chat rooms, organized by category.

When you enter a chat room, you see the screen shown in Figure 1-16. All messages are displayed in the Chat pane; everyone chatting in the room is listed in the Chatters pane. You enter your messages in the Send box and then click the Send button (or press Enter) to send the message to the room. After you send a message, it appears in the Chat pane, listed in-line with all the other messages.

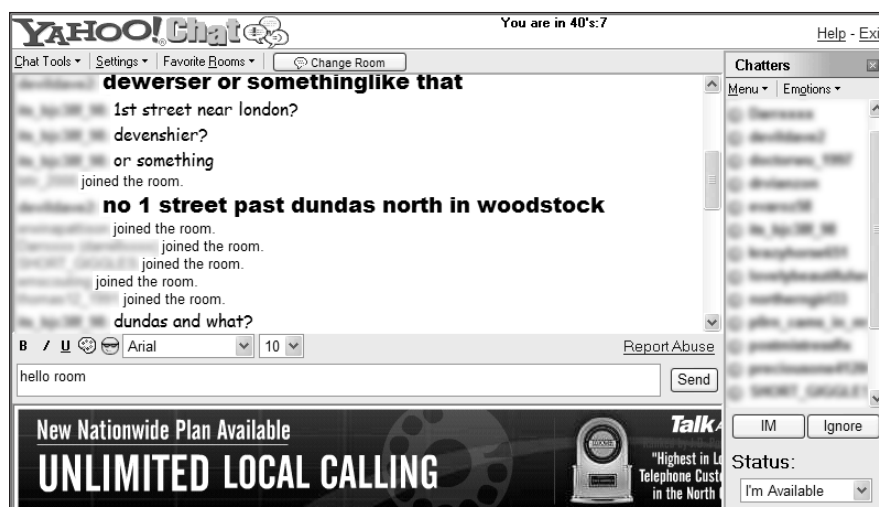


Figure 1-16: Chat with groups of people using Yahoo! Chat.

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If you want your messages to stand out amidst the visual cacophony of a busy chat room, consider changing the color or style of your text. To change the color of your messages, select a different color from the **Color** list. To change the style of your message text, click the **B** (bold), **I** (italic), or **U** (underline) buttons.

Everybody else in your chat room is listed in the Chatters list. If you want to change chat rooms, click the Change Room button. When you click this button, Yahoo! displays the chat room list; click a room name to change to that room.

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If you have a microphone and speakers connected to your PC system, you can participate in Yahoo! Voice Chat, an audio version of normal Yahoo! Chat. To use Yahoo! Voice Chat, all you have to do is click the **Voice Chat** link on the Yahoo! Chat page, and then log into one of the Voice Chat rooms. From the Voice Chat screen, click and hold the **Talk** button, then speak into your microphone. The name of whichever user is currently talking is displayed in the box next to the Talk button.

Yahoo! Messenger

Yahoo! Messenger is both software and a service designed to let you communicate instantly—and privately—with other Yahoo! members. When the Yahoo! Messenger software is running, you can send instant messages to any other Yahoo! user currently online, as well as receive up-to-the-minute stock prices, news headlines, sports scores, weather forecasts, and notification of any waiting Yahoo! Mail.

You might not know it, but Yahoo! Messenger is one of the big players in instant messaging—right up there with AOL Instant Messenger, Windows Messenger (a.k.a. MSN Messenger), and ICQ. Like the other players, Yahoo! Messenger is a free service; all you have to do is download and install the Yahoo! Messenger software—which you do from the main Yahoo! Messenger page (messenger.yahoo.com).

After Yahoo! Messenger is running, you see the Yahoo! Messenger window shown in Figure 1-17. When you click the Friends tab, all the members of your Friends List are displayed in the main Messenger window; friends online are displayed in bold.

To send an instant message, double-click any name in your Friends List. When the Send Instant Message window appears, enter your message and click the Send button, or press the Enter key. (You can spice up your text with bold, italic, underline, or color, if you want.)

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When connected to the Internet, Yahoo! Messenger can also display news headlines, sports scores, weather forecasts and conditions, and stock prices. Click the **Stocks** tab to display prices for your portfolio, the **News** tab to display news headlines, the **Scoreboard** tab to display sports scores, or the **Weather** tab to display weather forecasts.



Figure 1-17: Using Yahoo! Messenger to chat with other users.

Secret #23: Share Your Interests with Yahoo! Message Boards and Groups

The Internet is a great way for people with special interests to gather and exchange ideas. Whether you're into model trains, European soccer, or soap operas, you can find a legion of similar fans online.

Yahoo! makes it easy for you to hang out with people who share your special interests via Yahoo! Message Boards and Yahoo! Groups. When you gather via Yahoo!, it doesn't matter where you live—you can meet with friends around the globe in the Yahoo! community.

Yahoo! Message Boards

Yahoo! Message Boards (messages.yahoo.com) are the electronic equivalent of old-fashioned bulletin boards. Each message board is devoted to a specific topic; users can read the messages posted on the board and then reply or post their own new messages. All messages are visible to the entire public.

Yahoo! offers thousands of different message boards, each dedicated to a specific topic. At any given time, each board contains dozens or hundreds of messages; messages that reply to other messages (or other replies) are said to comprise a *message thread*.

You can browse Yahoo!'s message boards by category or search for a specific board. After you've selected a message board, you'll see the message board's main page like the one shown in Figure 1-18. The theme of the board (in the

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form of a “starter” message) is sometimes displayed at the top of the page; all the message threads are listed (by topic) below the Topic heading. Click a topic to read the first message in a thread.

The screenshot shows the Yahoo! Message Boards interface. At the top, there's a banner for "Bosley Can Help!" with a "CLICK FOR FREE REGROWTH TREATMENT" link and a small photo of a man. Below the banner, there's a navigation path: "Top > Regional > U.S. States > California > Los Angeles Metro > General". A welcome message is partially visible. The main section is titled "Yahoo! Message Boards" and contains a table of topics. To the right of the table is an advertisement for "Cell Phones Free" with the text "100's of phones to choose from" and images of several mobile phones.

Topic	Msgs	Last Post (ET)
· LOS ANGELES	1236	9/8/03 7:39 am
· Why is CA having so many problems?	4	8/28/03 11:01 pm
· The Terminator for Governor?	8	8/14/03 9:29 pm
· bad attitude bus drivers go on strike	2	8/11/03 9:24 am
· Have you ever been to Osaka, Japan?	1	8/11/03 3:55 am
· Homeless in LA	1	8/10/03 8:13 pm
· Pay No Cigarette Taxes Los Angeles	1	8/10/03 7:19 am
· TCG Show!	1	8/7/03 9:07 pm
· The Color Green	2	8/7/03 9:06 pm
· IN love with DIANE ROSE A.	1	8/7/03 6:53 pm
· State Farm cancels servicemen's policie	3	8/7/03 5:52 pm
· New TLC show coming to Los Angeles Area	1	8/5/03 10:53 am
· I sure miss the 1950s	1	8/4/03 5:49 pm
· What About Us White-Ethnics?	1	8/4/03 5:22 pm
· Why Police are Molesting Children?	10	8/3/03 8:17 pm

Figure 1-18: Gossip with other users on Yahoo! Message Boards.

Each message in the thread appears in its own page. Click the Next link to read the next message in the thread; click the Previous link to back up and read the previous message. To reply publicly to a message, click the Reply link; to send a private e-mail to the author of the message, click the author's name.

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Some of the liveliest and most information Yahoo! Message Boards are those created for specific stocks and securities. If you want inside information about a specific stock, go to that stock's message board and read to your heart's content. (To find a stock's message board, search for the specific stock symbol on the Yahoo! Message Boards home page.)

Yahoo! Groups

A Yahoo! Group is similar to a message board, but with added features. A group is more akin to an online “club” where you can gather with others who share your particular interests. The literally millions of different Yahoo! Groups are each devoted to a specific topic or interest; each group includes message boards, photo and file archives, related links, and so on.



You can search for groups of interest from the Yahoo! Groups home page (groups.yahoo.com). Once you find a group you like, you have to apply for membership; some groups have open membership, others need to manually approve new members, still others have invitation-only policies. You can find out more on the home page for each individual group.

Once you join a group, you can read messages in the group's message archive or elect to receive new messages via e-mail. Posting a new message is as simple as clicking a button; messages are threaded by topic line, so related messages are relatively easy to follow.

Secret #24: Use Yahoo! to Manage Your Schedule and Contacts

Most computer users have an electronic calendar of some sort, as well as an electronic address book. You use your calendar to keep your private schedule, and your address book to hold the names addresses of friends, family, and business contacts.

The only problem is, you have your calendar on your work PC, so you can't access it from home. Or you have your address book on your home PC, and you can't access it from work, or when you're on the road.

Yahoo! solves this problem with a Web-based calendar and address book—that you can access from *any* PC, anytime, anywhere in the world!

Yahoo! Calendar

Yahoo! Calendar (calendar.yahoo.com) is a scheduling and calendar utility that houses your information on Yahoo!'s Web servers. Because the information is stored on Yahoo!'s computers, not yours, you can access your schedule from any PC with an Internet connection and a Web browser. All you have to do is enter your Yahoo! ID and password and you have universal access to your appointments and events.

The default Yahoo! Calendar page, shown in Figure 1-19, displays your schedule for today. To display more details, click any event or appointment. You can also display your Yahoo! Calendar in weekly, monthly, or yearly views; just click the Week, Month, or Year links.

To add a new appointment or event to your Yahoo! Calendar, click the Add Event button and follow the onscreen instructions.



insider insight Yahoo! Calendar lets you do more than just track simple appointments and events. You can also use Yahoo! Calendar to manage a to-do list, track public events and holidays, share your calendar publicly (with family, co-workers, and so on), and synchronize with another calendar program or PDA.

The screenshot shows the Yahoo! Calendar interface. At the top, it says "YAHOO! Calendar" and "Yahoo! - My Yahoo! - Help". A search bar is visible. Below that, a notification states: "The event Staff meeting was added for Tuesday November 11, 2003." The interface includes navigation tabs for Mail, Addresses, Calendar, and Notepad. A user greeting "Welcome michael" is present. The main area shows the current date "Tuesday November 11, 2003" and a list of events for "My Calendar":

Time	Event
8:00	
9:00	
10:00	
11:00	11:00 am-12:00 pm phone call [Delete]
12:00	12:00 pm-1:00 pm Lunch with Joe [Delete]
1:00	
2:00	2:00 pm-3:00 pm Staff meeting [Delete]
3:00	
4:00	
5:00	
6:00	

On the left, there is a calendar grid for November 2003 and a "DVD Rentals Delivered" advertisement. On the right, there is an advertisement for "Yodel Fun" with the text "They say yodel-ehh-hee You say who. Help determine which finalists will compete in the national Yahoo! Yodel Challenge."

Figure 1-19: Manage your appointments with Yahoo! Calendar.

Yahoo! Address Book

If you want universal access to your contacts, no matter where you are (or what PC you're using), use Yahoo! Address Book (address.yahoo.com). Yahoo! Address Book stores your contact information on Yahoo!'s Web servers so that you can access the information from any PC with an Internet connection and a Web browser.

All your contacts are listed—sorted by last name—on the Yahoo! Address Book page. If you have a number of contacts, you can search for a specific name, display names by the first letter of the last name, re-sort the contacts by first name, company, or e-mail address, or pull down the View Category list to display only those contacts assigned to a specific category. Yahoo! displays icons next to each name indicating whether that person is online or offline at the moment.

To add a contact to your address book, click the Add Contact button. When the Add Contact page appears, enter as much information as possible for your new contact. You can add even more details by clicking the Add More Details button; click the Save button to add this new contact to your Yahoo! Address Book.

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If you already have an address book in another application—such as Microsoft Outlook—you can have Yahoo! Address Book import that data so that you don't have to re-enter it manually. Just click the Import/Export link on the Yahoo! Address Book page and follow the onscreen instructions. To synchronize the data in your Yahoo! Address Book with a contact management program or Palm Pilot organizer, click the Sync link and follow those instructions.



Secret #25: Share Your Files and Photos with Other Users

Yahoo! provides two different ways for you to share your files with others—or to provide personal access for yourself when you're on the road. You can use Yahoo! Briefcase to store any type of file or Yahoo! Photos to store image files.

Yahoo! Briefcase

Yahoo! Briefcase (briefcase.yahoo.com) is a way to store files online—on Yahoo!'s Web servers—and then access them from any PC with an Internet connection and a Web browser. You can even set selective access to your Briefcase files so that your friends, family, and co-workers can view, access, and download designated files.

To add a file to your Briefcase, click the Add Files link and follow the onscreen instructions. You share the files or photos in your Briefcase by setting access levels for folders within your Yahoo! Briefcase. To change the access level for a folder within your Briefcase, click the Edit icon next to the folder on your Yahoo! Briefcase page, and then select the desired access level—Private, Friends, or Everyone.

If you want others to access your Yahoo! Briefcase page, they access a Web address that looks like this: briefcase.yahoo.com/yahooID/. Replace *yahooID* with your own Yahoo! ID to complete the URL. Anyone accessing a folder in your Yahoo! Briefcase can download any of the files in the folder.

Yahoo! Photos

Yahoo! Photos (photos.yahoo.com) is a separate service designed specifically for the management of digital photographs. Not only can you use Yahoo! Photos to print your photos (see Secret #26), you can use Yahoo! Photos to store your photos online and then share them with friends and family.

To share your photos online, you first have to create a photo album. You do this by clicking the Create a New Album link. You can then upload your digital photo files to this (or another) album; once you're done uploading, others can access your album and view your photos in their own Web browsers.

To share your photos, use this address: photos.yahoo.com/yahooID/. Replace *yahooID* with your own Yahoo! ID to complete the URL.

Secret #26: Use Yahoo! to Print Your Favorite Photos

Here's another use of Yahoo! Photos (photos.yahoo.com)—to make photo prints of your digital photos. You can send any file in your Yahoo! Photo Album

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to Yahoo's designated photo printing service (Shutterfly) by opening your photo album, selecting the photo(s), and then clicking the Order Prints button. Follow the onscreen instructions to choose your print size and complete your order.

Secret #27: Use Yahoo! to Get the Latest News, Weather, and Sports

Yahoo! is all about information—and the latest, most important information is called *news*. Yahoo! offers a variety of ways for you to get the latest news—and weather and sports—from simple news headlines to hand-picked news alerts to Internet feeds of television and radio news. Read on to learn the many ways to read the news on the Yahoo! network of sites.

Yahoo! News

When you want all the latest news, Yahoo! is the place to go. Just about any combination of up-to-the-minute headlines and in-depth reporting is available on Yahoo!'s many news pages, and they're all just a few clicks away! (And by up-to-the-minute, I mean *up-to-the-minute*—news headlines at Yahoo! News are updated so fast that they often beat the TV news guys on breaking stories!)

Yahoo!'s main news page is Yahoo! News (news.yahoo.com), shown in Figure 1-20. This page includes all the latest headlines, stories, and photos, as well as a News Search feature that lets you search for stories, photos, and audio/video reports by topic.

Yahoo! Weather

If you want to know whether or not to break out the rain gear, sun block, or snowshoes, go to Yahoo! Weather (weather.yahoo.com). Yahoo! Weather lets you enter a zip code or city name, and then displays a full-featured weather page—complete with current conditions, a five-day forecast, and links to additional weather resources, including weather maps and news stories.

Yahoo! Sports

Yahoo!'s source for sports news, scores, and statistics is Yahoo! Sports (sports.yahoo.com), shown in Figure 1-21. Yahoo! Sports offers all the latest sports headlines, both concise scores and detailed box scores, and in-depth features on important sports topics. You'll even find links to separate pages for all major sports and leagues—including the NFL, NHL, NBA, MLB, NCAA football and basketball, NASCAR, world soccer, rugby, golf, and tennis.

Yahoo! Entertainment

The home base for all of Yahoo!'s entertainment offerings is Yahoo! Entertainment (entertainment.yahoo.com). Yahoo! Entertainment includes links to Yahoo!'s more specific entertainment sites—Movies, TV, Games, and Astrology—as well as the latest entertainment news, top ten lists, new releases, and listings and schedules. If you only go to one entertainment page on the Web, Yahoo! Entertainment is as good a site as any.

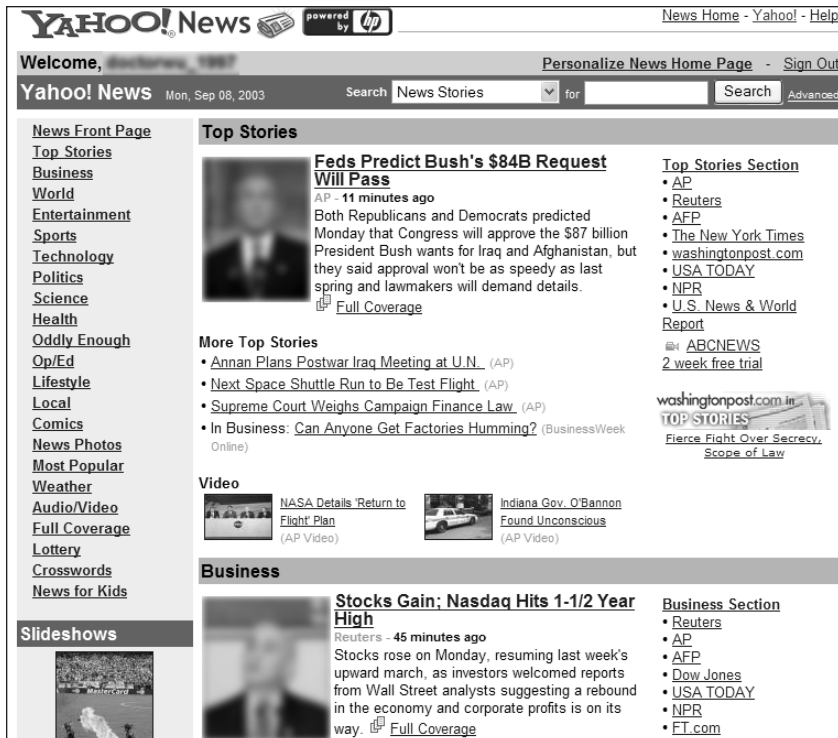


Figure 1-20: Get up-to-the-minute coverage at Yahoo! News.



Figure 1-21: Grab the latest sports scores and stories at Yahoo! Sports.

Yahoo! Movies

What new movies are playing in theaters this week? What were last week's top box office draws? What's happening in the world of Hollywood?

For the answers to all these questions—and more—go to Yahoo! Movies (movies.yahoo.com). In addition to all the industry news and reviews, you'll also find the latest videotape and DVD releases and a detailed list of showtimes at your local theaters. You can even view trailers for current and upcoming releases right from the Yahoo! Movies home page.

Yahoo! TV

Anything good on the tube tonight? You can find out quickly at Yahoo! TV (tv.yahoo.com). As you can see in Figure 1-22, Yahoo! TV includes TV news, gossip, reviews, ratings, and listings for your local area. (When you first log into Yahoo! TV, you'll be asked some questions about how you receive your TV signals, so Yahoo! TV can display customized listings for your broadcast stations, cable system, or satellite television provider.)

The screenshot shows the Yahoo! TV homepage. At the top, there's a navigation bar with links: Home, TV Listings, Today's Picks, News & Gossip, Ratings, TV Show Database, and Soap Operas. Below this is a large banner for "ET previews the new Fall TV Season" with the text "ET'S INSIDER LOOK AT THE NEW SEASON!". To the right of the banner is a "Local TV Listings" section with a search bar and filters. Below the banner are two smaller sections: "Fall TV Preview" and "Daily TV Picks". At the bottom, there's a "TV Tonight" section for Monday, Sep 8, 2003, which contains a table of program listings.

	8:00pm	8:30pm	9:00pm	9:30pm	10:00pm	10:30pm
ABC	ESPN's Blunderful World of S...		NFL Football >			
CBS	Yes, Dear	Still Stan...	Ever... Loves Ray...	The King of Queens	CSI: Miami	
FOX	The O.C.		Paradise Hotel		Local Programming >	
NBC	Fear Factor		For Love or Money 2			
PBS	History Detectives		American Experience >			

Figure 1-22: Get local program listings at Yahoo! TV.

Yahoo! Lottery Results

Want to see the winning numbers from your local lottery—or from any state lottery? Then go directly to Yahoo! Lottery Results (lottery.yahoo.com). This page even includes lottery results from Spain and Germany!

Yahoo! Astrology

Get your daily horoscope—and link to biorhythm, numerology, and tarot sites—at Yahoo! Astrology (astrology.yahoo.com). Just click your sign to see what the stars have to say today!

Secret #28: Use Yahoo! to Run a Fantasy Sports League

If you and your friends or colleagues are big into fantasy sports, you can use Yahoo! to organize and run your fantasy sports teams. Yahoo! Fantasy Sports (fantasysports.yahoo.com) includes leagues for football, baseball, basketball, hockey, auto racing, and other sports. You'll find all the information you need to run your own league, as well as links to related sports scores and stories.

Secret #29: Use Yahoo! to Manage Your Finances and Pay Your Bills

Most people recognize Yahoo! as a great search site—but how many recognize Yahoo! as one of the best resources for financial information on the Internet? All too few, which leads us to this particular secret.

Truth be told, there are few sites better than Yahoo! when it comes to obtaining stock quotes, in-depth company data, and other financial information. In addition, Yahoo! has one of the most active financial message boards on the Web—a great place to pick up the latest rumors and whispers!

Yahoo! Finance

The home base for all of Yahoo!'s financial resources is Yahoo! Finance (finance.yahoo.com). The Yahoo! Finance home page, shown in Figure 1-23, provides links to proprietary information and other Web sites. In addition, links at the top of the page lead you directly to your personal portfolio and a search box lets you retrieve current quotes for any security.

Yahoo! Finance lets you create multiple portfolios; each portfolio can contain multiple stocks, securities, and market indices. You can choose to track actual portfolio performance (after you enter shares owned and price paid) or simple stock performance.

Even better, you can redesign the Yahoo! Finance site to include the specific financial information you're looking for on a daily basis. For example, you can choose which sources Yahoo! uses for its financial news headlines and how it displays those headlines. You can also configure the way quotes and charts are displayed on individual quotes pages. To redesign your quotes pages, click the Customize Finance link at the top of the quotes page and then follow the onscreen instructions.

YAHOO! FINANCE Search - Site Map - Yahoo! - Help powered by hp

Welcome, DoctorWu_1997 [Sign Out] Money Manager - [Hide Portfolios]

Services: Bill Pay - Funds Transfer - PayDirect | Accounts [add: bank, credit cards] | Portfolios [manage - create - add: brokerage, 401(k), mutual fund] | AIM IRA - SEP IRA - Quotes | FREE trial NEW! of Streaming Real-Time Quotes, Charts, and Screener

Yahoo! Finance Monday, September 8 2003 5:49pm ET - U.S. Markets Closed

Enter symbol(s): e.g. YHOO, ^DJI [Go] Symbol Lookup | Finance Search

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Market Summary [Edit] **Top Stories**

Nasdaq 8-Sep @ 4:00pm (C)Yahoo!

1890
1880
1870
1860
1850

10am 12pm 2pm 4pm

Dow 9,586.29 +82.95 (+0.87%)
Nasdaq 1,888.62 +30.38 (+1.63%)
S&P 500 1,031.64 +10.25 (+1.00%)
10-Yr Bond 4.389% +0.035
NYSE Volume 1,309,119,000
Nasdaq Volume 2,047,621,000

Quote data provided by Reuters
Brokers: Scottrade - CyberTrader - Ameritrade - Vanguard

Stocks Gain; Nasdaq Hits 1-1/2 Year High
Mon 4:55pm ET - Reuters
Stocks rose on Monday, resuming last week's upward march, as investors welcomed reports from Wall Street analysts suggesting a rebound in the economy and corporate profits is on its way.

Most Actives: US Indices, World Indices

Market Overview
Mon 4:38pm ET
It was business as usual on Wall Street as the indices set a course of progressive highs amid bullish market internals and

Scottrade Member SIPC
What are many online brokerages missing?
LOCATIONS LOCATIONS LOCATIONS
more opening soon!

Scottrade Takes Care of You Like Nobody Else...

- \$7 Trades Online Market Orders
- 185+ Branch Offices Find the Office Near You!
- 9000 Mutual Funds No Transaction Fees
- No Inactivity Fees! Just \$500 to Get Started
- Free Scottrade Real-Time Quotes, etc.

Inside Yahoo! Finance

- Savings Finder - Shop for the cheapest long distance rate, switch for free
- FIFA Women's World Cup - Get breaking news, schedules, tickets and more.

Figure 1-23: One of the best personal finance sites on the Internet—Yahoo! Finance.

insider insight

Don't forget that you can add personalized financial information—including your Yahoo! Finance portfolio—to your My Yahoo! page. See Secret #14 for more information.

You'll also find reams of financial news and information on the Yahoo! Finance site. In addition, the main Yahoo! Finance page links to a variety of related sites—for banking, insurance, loans, and taxes—which we'll discuss next.

Yahoo! Banking Center

The Yahoo! Banking Center (banking.yahoo.com) offers a variety of banking tools, as well as links to related sites and services. You can also use this site to learn more about online banking and credit cards.

Yahoo! Bill Pay

Tired of writing dozens of checks every month? Then sign up for Yahoo! Bill Pay (bills.yahoo.com) and pay all your bills online, using any Web browser. The Basic plan is free, and lets you make payments to more than 100 participating billers. The Premium plan can send bills to any biller, and costs \$4.95 per month (plus 40 cents for each payment after your first 12).

Yahoo! Insurance Center

Yahoo! provides links to all manner of insurance coverage—automobile, health, life, homeowners, and renters. The Yahoo! Insurance Center page



(insurance.yahoo.com) includes a wealth of insurance-related information, and even lets you obtain quotes online from major providers.

Yahoo! Loan Center

The Yahoo! Loan Center (loan.yahoo.com) features a variety of information related to financing. You'll find current rates for mortgage and auto loans as well as calculators to help you figure out how big a loan you can afford. You can even link from here to third-party lenders to get the entire loan process underway.

Yahoo! PayDirect

Yahoo! PayDirect (paydirect.yahoo.com) is an online electronic payment service. You can use PayDirect to send money over the Web, either to individuals or to businesses. PayDirect is especially popular among Yahoo! Auctions users and the merchants in Yahoo! Shopping. It's also good when you need to get cash to someone in a hurry or to send monetary gifts to friends and family. You fund your PayDirect transfers either by credit card or by enabling electronic access to your checking account.

Yahoo! Tax Center

The Yahoo! Tax Center (taxes.yahoo.com) is the place to go when it's time to figure your taxes. This site features a variety of tax guides and tips; you can also download federal and state tax forms come April of each year.

Secret #30: Use Yahoo! to Shop Online

Online shopping is a big deal—and Yahoo! wants a cut of the action. That's why you'll find a wide variety of shopping-related services on the Yahoo! network.

Yahoo! Shopping

Yahoo!'s premiere online shopping service is, not surprisingly, Yahoo! Shopping (shopping.yahoo.com), which is both a Web search engine for specific products and a huge directory of online merchants—thousands of them listed in dozens of different categories. As you can see in Figure 1-24, you use the Search section at the top of the page to search for specific merchandise; the Browse section lets you browse the merchants by category.

It's the shopping search that's particularly cool; you can search by keyword or click the Advanced Product Search link to narrow your search to a particular price range. The shopping results page also lets you narrow your results by price as well as compare different products from different merchants and manufacturers. Each item on the results page has a Compare Prices link; click this link to find the lowest price at three different stores. Also useful is the User Reviews link next to each item, which lets you see what other consumers think about this particular product.

The screenshot shows the Yahoo! Shopping interface. At the top, it says "Welcome, [username] (Sign Out, Account Info)" and "Yahoo! - Help". Below this is a feedback box: "Tell us what you think about the new Yahoo! Shopping." The main search area has a search bar and a "Search" button, with links for "Advanced Search" and "Web Search". Below the search bar, it lists "Top Searches: halloween costumes, electric scooter, cingular phones, digital camera, gucci".

The "Compare" section is titled "Top Three Digital Cameras" and "Compare these three...". It lists three cameras:

1	Canon PowerShot A70 from \$263.76	2	Nikon Coolpix 4300 from \$306.59	3	Canon PowerShot S400 from \$389.79
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The "Browse" section is titled "Millions of products from thousands of stores" and "Take a Tour". It lists several categories:

- Apparel, Accessories & Shoes**: Women's, Men's, Shoes, Linens, More...
- Bargains**: Free Shipping, Apparel, Electronics, More...
- Beauty**: Fragrance, Makeup, Skin Care, Hair Care, More...
- Books**: New Releases, Most Popular, Preorders, More...
- Computers & Office**
- Flowers & Gifts**: Flowers by Occasion, Roses, Chocolate, More...
- Health & Personal Care**: Vitamins, Weight Loss, Personal Care, More...
- Home, Garden & Garage**: Kitchen, Bed & Bath, Appliances, Autos, More...
- Jewelry & Watches**: Diamonds, Watches, Engagement Rings, More...
- Music**

 On the right side, there is an "ADVERTISEMENTS" section with logos for NORDSTROM, STAPLES, RadioShack, FTD.COM, SONY, amazon.com, hpshopping.com, and DELL™.

Figure 1-24: Search by product or browse by category at Yahoo! Shopping.

The Yahoo! Shopping directory lists all variety of merchants, including traditional retail stores, name-brand catalog companies, small boutiques, and specialty shops. All of these merchants are linked not only to the common Yahoo! Shopping directory, but also to the Yahoo! Shopping Cart, a single place to finalize your purchases from multiple merchants.

After you enter a specific store and find the merchandise you want, follow the individual store instructions to place an order for a specific product. When you make a purchase at a Yahoo! Shopping store, your order is sent to the Yahoo! Shopping Cart. Actually, your Shopping Cart page will have *multiple* shopping carts listed, because each store has its own shopping cart. But your orders for all stores are listed on the same page and access the same check-out/purchasing information.

When it's time to check out, go to the Yahoo! Shopping Carts page by clicking the View Cart/Check Out link at the top of any Yahoo! Shopping page. From the Yahoo! Shopping Carts page, follow the onscreen instructions for checking out and paying for your merchandise.

caution

Remember, just because you're using the Yahoo! Shopping Cart (and Yahoo! Shopping directory), that *doesn't* mean you're actually buying from Yahoo!. When you make a purchase through Yahoo! Shopping, you're still purchasing from an individual merchant—and that merchant is handling all aspects of the fulfillment of your order. This also means that if you have any questions or problems, you need to contact the merchant who sold you the goods, not Yahoo!.

Yahoo! Wallet

If you get tired of entering your credit card information at every shopping site you visit, Yahoo! has a solution: Yahoo! Wallet. You can use Yahoo! Wallet to store your credit card information in one place and then have individual sites access your wallet rather than you entering the information separately at each site.

To use Yahoo! Wallet, go to wallet.yahoo.com and click the Sign Up Now link. Enter your Yahoo! user name and password, create a unique security key (kind of a second password), and enter your credit card information. Once this information is entered, you can use Yahoo! Wallet to speed up checkout at any store at Yahoo! Shopping—and it's completely secure.

Yahoo! Auctions

Online auctions are the hottest things going on the Internet today. With an online auction, you can buy or sell just about anything—from closeout merchandise to trendy collectibles.

The biggest auction site on the Internet, by far, is eBay—which we'll look at in Chapter 16. The number-two auction site, however, is Yahoo! Auctions (auctions.yahoo.com).

I'll be honest with you: Yahoo! Auctions may be the number-two player, but it's a distant second. If you're a seller looking for the largest number of potential bidders, you'll want to skip Yahoo! Auctions and go straight to the much larger base of customers at eBay. However, if you're a buyer, you can pick up some pretty good bargains at Yahoo! Auctions—and you stand a lesser chance of being outbid by some crazy person in a last-minute bidding frenzy.

insider
insight

Yahoo! Auctions is also a pretty good place to find a variety of close-out and overstock merchandise from legitimate retailers. A lot of the Yahoo! Shopping merchants also offer products for sale at Yahoo! Auctions; it's worth your while to see what's available if you're in the market.

Yahoo! Classifieds

The Yahoo! Classifieds service (classifieds.yahoo.com) is a great way to buy and sell items you'd normally sell in a newspaper classified ad. As you can see in Figure 1-25, you'll find classified ads grouped by the following major categories:

- ♦ Autos
- ♦ HotJobs
- ♦ Real Estate
- ♦ Rentals
- ♦ Personals
- ♦ Merchandise
- ♦ Tickets
- ♦ Pets



Figure 1-25: Browse the Yahoo! Classifieds for bargains on all sorts of merchandise.

Obviously, some of these categories take you to other sites in the Yahoo! network. (The Personals category, for example, takes you to Yahoo! Personals.) You'll find unique classified ads in the Merchandise, Tickets, and Pets categories.

When you start browsing or searching the Yahoo! Classifieds listings, you are asked to input your location or zip code. In return, Yahoo! displays those listings closest to your current location. Just like traditional newspaper classifieds, you don't actually buy anything through Yahoo! Classifieds. Instead, you contact the advertiser directly, via e-mail, and (hopefully) work out a deal between yourselves.

After you find an item or service you're interested in, display the full listing for that item. Each ad listing should include the seller's name, e-mail address, and phone number (optional). The easiest way to proceed is to click the Reply to This Ad link next to the person's e-mail address, which automatically prepares an e-mail to the seller. Compose a message expressing interest or asking a question and then send it out. If all goes well, the seller will respond (hopefully) and at that point the two of you can attempt to agree on purchasing arrangements.

Selling an item is as easy as clicking the Post an Ad link at the top of the page. Just choose a category, enter a description, and you're ready to sell!

Yahoo! Autos

Yahoo! Autos (autos.yahoo.com) is one of the best automotive resources on the Internet. From classified ads for used cars to detailed information on new cars—as well as online quotes for auto loans and insurance—you can find everything you need at Yahoo! Autos.

The Yahoo! Autos page offers a variety of information and services. You can research a new car, sell a used car, shop for a particular make and model of used car, and get information and advice about car maintenance and repair. In addition, the Talk Cars link takes you to the automotive-related sections of Yahoo! Chat, Groups, and Message Boards—great places to hang with fellow car buffs.

Yahoo! Real Estate

Moving into a new house is a major life event. You want to do as much research as possible *before* you move, for example to make sure you've picked the right neighborhood, the right home, and the right mortgage company.

That's where Yahoo! Real Estate (realestate.yahoo.com) comes in. This Yahoo! site serves as a guide for all moving-related issues—and includes a large number of property listings.

Yahoo! Real Estate centralizes information and services found at several Yahoo! sites, including Yahoo! Classifieds (classifieds.yahoo.com), Yahoo! Loans (loans.yahoo.com), and Insurance (insurance.yahoo.com). From the Yahoo! Real Estate home page you can search for homes for sale or rental, or post an ad to sell or rent your own house. When looking for a home you can narrow your search by price range, number of beds and baths, and whether you're looking for a new home, existing home, or foreclosure. You can also access neighborhood profiles and local school data and get a free valuation of your current home.

Secret #31: Use Yahoo! (and Travelocity) to Plan Your Next Vacation or Business Trip

Yahoo! isn't just for stay-at-home Web surfers. When you're ready to hit the road, you can use Yahoo! for all your travel needs—from researching your trip to booking your reservations.

Yahoo! Travel

Everything you used to use a travel agent for and more is available at Yahoo! Travel (travel.yahoo.com). Whether you need to research destinations, make reservations, or get driving directions you can do it here.

Yahoo! Travel is the central hub for all of Yahoo!'s travel-related information and services. As you can see in Figure 1-26, Yahoo! Travel focuses on reservations (for air travel, car rental, hotel rooms, complete vacation packages, and cruises) and trip planning (by destination, activity, or lifestyle).

There are a number of subsections to the Yahoo! Travel site, all available as links at the top of the Yahoo! Travel home page. Most interesting is the information under the Travel Guides heading; here is where you find reviews and research on thousands of different destinations, hotels, and restaurants—provided by National Geographic Traveler, Rough Guides, Fodor's, and other sources.

Figure 1-26: You can make all your reservations at Yahoo! Travel.

Of course, most people use a travel site to make reservations, and Yahoo! Travel won't let you down here. Yahoo! Travel partners with Travelocity to offer safe and easy-to-use online reservations for flights, lodging, rental cars, cruises, and more—all accessible from the main Yahoo! Travel page.

Yahoo! Maps

After you get to where you're going, it helps to have a map of the surrounding area. To generate a map for virtually any location anywhere in the world, go to Yahoo! Maps (maps.yahoo.com). Enter a city, airport code, or specific address, and then click the Get Map button; Yahoo! Maps generates a map like the one shown in Figure 1-27. You can choose to print this map; use the controls at the top of the map to zoom in or zoom out to show either more detail or a larger region; or click the Find Nearby Businesses link to list businesses near the address at the center of the map.

If you need driving directions from one location to another, go to Yahoo! Maps and click the Driving Directions link. Enter your starting address and your destination address and Yahoo! generates turn-by-turn driving directions complete with a map of your entire route and a map of your destination. Just print out these instructions to help you get to where you're going without getting lost!

note

Another great map site is MapQuest, which you can read about in Chapter 20.

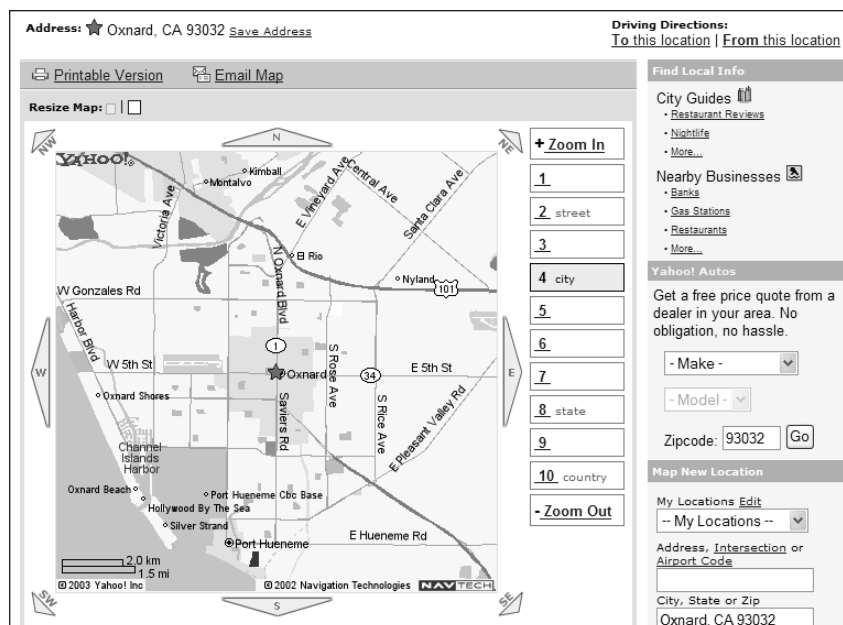


Figure 1-27: Map your destination at Yahoo! Maps.

Secret #32: Use Yahoo! to Listen to Your Favorite Music

Online music is becoming a big business. While Yahoo! isn't the largest site for music downloads (that's either Napster, discussed in Chapter 18, or Apple's iTunes), it is a source for the latest music news—and a good place to watch the latest music videos and listen to commercial-free Internet radio.

Yahoo!'s main music site is called LAUNCH (launch.yahoo.com). As you can see in Figure 1-28, LAUNCH is the gateway to a variety of music-related information and services.

What can you find on LAUNCH? How about the latest music news, CD reviews, artist spotlights, and interviews. You can also watch the latest music videos, just by clicking your mouse. (Of course, watching videos on a small computer monitor isn't always the most impressive experience.)

And then there are the other services that LAUNCH links to—which we'll get to next.

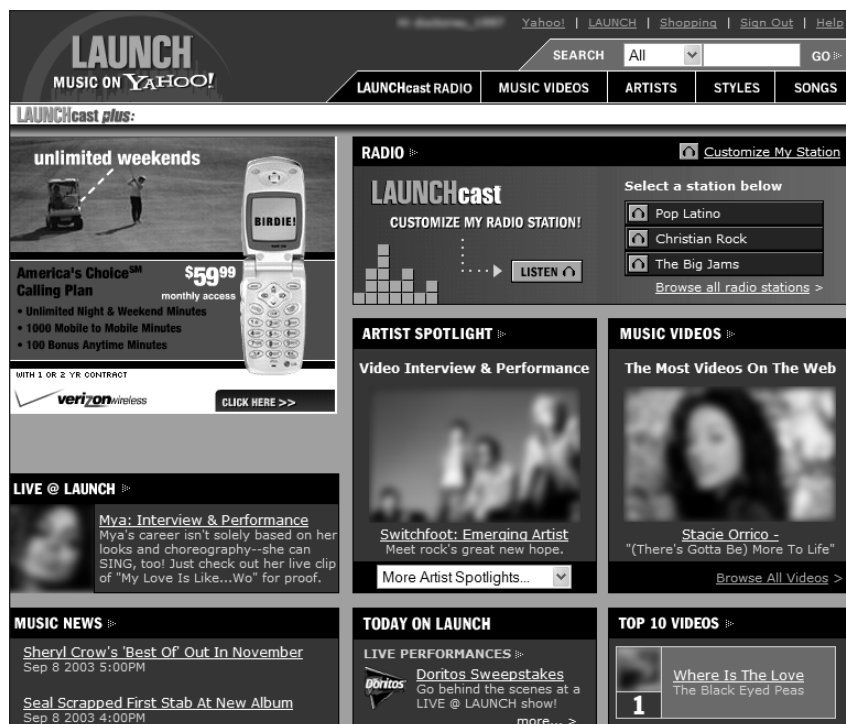


Figure 1-28: LAUNCH, Yahoo!'s music gateway.

Secret #33: Use Yahoo! to Listen to Internet Radio

Yahoo!'s LAUNCHcast (launch.yahoo.com/launchcast/) is *the* site if you want to listen to Internet radio. LAUNCHcast has arguably the largest list of Internet radio stations on the Web, organized by category. Just browse through a category until you find the station you want and then click to listen (using your PC, of course). Most stations are free; some (part of the LAUNCHcast Plus service) require a subscription.

Secret #34: Use Yahoo! to Play Games

Are you a game player? If so, turn to Yahoo! Games (games.yahoo.com). As you can see in Figure 1-29, Yahoo! Games is a collection of free Java-based games that you can play online from your Web browser. Some multiple-player games are designed to be played with other users; others are single-player in nature. You'll even find gaming leagues for certain games.



Figure 1-29: Play online games—for free—at Yahoo! Games.

Yahoo! Games also includes reviews and news of the latest PC and video games. You'll also find a burgeoning gaming community here; it's a good way to get tips and cheats for all your favorite games.

Secret #35: Use Yahoo! to Send Online Greeting Cards

Want to say hello to an old friend, wish someone a happy birthday, or thank a family member for a gift? If you do, you can send the electronic equivalent of a Hallmark card—an online greeting card—from Yahoo! Greetings.

A Yahoo! Greetings card is actually a Web page that contains a graphical message. When you access the Yahoo! Greetings page (greetings.yahoo.com), you can choose from one of the featured greetings or you can browse through the various greeting categories. After you've found the greeting you want to send (like the one in Figure 1-30), click the greeting to personalize it. Yahoo! Greetings sends recipients an e-mail notifying them that they have a greeting waiting on the Yahoo! Greetings site. This e-mail will include a link to the page containing the greeting; when they click this link, they jump directly to your greeting. Good feelings ensue—and it doesn't cost you a single penny.



Figure 1-30: Send an electronic greeting card with Yahoo! Greetings.

Secret #36: Use Yahoo! to Advance Your Education

Yahoo! Education (education.yahoo.com) offers a variety of resources for all ages of students, from K-12 to college. You'll find a variety of reference works, and sample SAT, GRE, GMAT, and LSAT tests. You can even use Yahoo! Education to search for campus and online courses, as well as colleges and graduate schools. As you can see, this is a particularly good resource for high school students planning for college.

Secret #37: Use Yahoo! to Advance Your Career

It should come as no surprise that Yahoo! includes a job posting and search engine as part of its network of sites. This particular service is actually HotJobs, a separate company that Yahoo! acquired early in 2002. The Yahoo! HotJobs site (hotjobs.yahoo.com) offers a variety of career-building tools, chief of which are job postings, resume postings, and the ability to search the HotJobs



database for particular types of jobs. As you can see in Figure 1-31, searching HotJobs is as easy as selecting a job category and location; you can narrow down your search by using specific keywords.

Figure 1-31: Use Yahoo! HotJobs to search for employment.

You can also let potential employers search for you by posting your resume on the HotJobs site. Just click the My Resumes link to create a resume online; employers searching HotJobs can access your resume and contact you if they think you're a good match.

Secret #38: Use Yahoo! to Stay Healthy—or Find a Doctor if You Need One

Whether you're researching a potential medical condition, looking for a cure for a specific illness, exploring nutrition and fitness programs, or just searching for a doctor in your neighborhood, you can find the information you need at Yahoo! Health (health.yahoo.com). Yahoo! Health provides a variety of health-related resources, including a database of physicians in your area.

Secret #39: Yahoo! Isn't Just for Humans—It's Also for Pets

A lot of folks care as much about their pets as they do for themselves. If you're a pet lover, you'll love Yahoo! Pets (pets.yahoo.com), the Yahoo! site that

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includes all sorts of news and information about cats, dogs, and other household pets. You can even use Yahoo! Pets to search Yahoo! Classifieds and Petfinder.com for pets to buy or adopt in your area.

Secret #40: Use Yahoo! to Track Your Packages

The Yahoo! Small Business Postal Center (smallbusiness.yahoo.com/resources/postal_center.html) is a neat little service designed originally for Yahoo!'s small business users, but definitely of value for us regular folks, too (see Figure 1-32). The Postal Center includes a zip code lookup—just enter the street address and get the zip code—along with package tracking (for USPS, UPS, FedEx, and Airborne Express) and a variety of postal forms you can print on your own printer. If you mail a lot of letters or packages, this is one page you'll get a lot of use out of.

The screenshot shows the Yahoo! Postal Center interface. It is organized into three main sections, each with a dark header bar and an 'Add to My Yahoo!' button. The first section, 'Zip Code Lookup', contains a 'Street Address' text input field, a 'City, State' text input field, a 'Country' dropdown menu currently set to 'United States', and a 'search' button. The second section, 'Package Tracking', features a list of links: 'Airborne Express', 'FedEx', 'UPS', and 'US Postal Service'. The third section, 'Postal Forms', features a list of links: 'Change of Address', 'Hold Mail', 'Report Mail Fraud', 'Passports', and 'All USPS Forms'.

Figure 1-32: Look up zip codes and track your packages at the Yahoo! Postal Center.

Secret #41: Use Yahoo! to Create Your Own Web Page

Do all your friends have their own personal Web pages? Do you want to get in on the community of folks displaying their own Web handiwork, but don't know where to start? Then use Yahoo!'s Web hosting services to create your own personal Web page—with just a few clicks of the mouse.

Yahoo! GeoCities

Yahoo! GeoCities (geocities.yahoo.com) is a really big collection of personal Web pages—the world's largest. GeoCities hosts millions of personal Web pages, and lets you create your own personal Web page—for free, using a collection of easy-to-use page-creation tools.

As you can see in Figure 1-33, Yahoo! GeoCities offers several different ways to create your own Web pages. If you're an inexperienced Web page designer, you can use the Yahoo! PageWizards to build your page step-by-step using a series of menus and templates. More experienced users can use the Yahoo! PageBuilder application, which lets you design and customize your own pages; advanced users can code their own HTML with the built-in HTML Editor. You can even upload pages created with other applications (such as Microsoft FrontPage) by using GeoCities' File Manager.



Figure 1-33: Build your own personal Web page with Yahoo! GeoCities.

Whichever method you use to create your pages, you get up to 15MB of space for storage of your pages and accompanying files at no charge—which, for most users, should be more than enough. You also get 3GB of bandwidth per month, but your visitors will be subjected to ads when they visit your page.

If you want to get rid of the ads, you'll have to subscribe to a paid plan. The GeoCities Plus plan give you 25MB of basic space and 5GB of monthly bandwidth for \$4.95 per month. Also available is the GeoCities Pro plan, which gives you your own personalized domain name along with 10GB of monthly bandwidth and 25MB of disk space.

Yahoo! Picture Gallery

If you're looking for pretty pictures to put on your Web page, turn to the Yahoo! Picture Gallery (gallery.yahoo.com). You can browse or search the gallery for all manner of pictures, all of which are free for use on your personal pages.

Yahoo! Domains

Wherever you have your site hosted, you can use Yahoo! Domains (domains.yahoo.com) to register your own personal Web domain. You'll pay \$35 a year to register your domain; you can do it all from the main Yahoo! Domains page.

Yahoo! Web Hosting

If you're interested in putting together a business Web site, check out Yahoo! Web Hosting (webhosting.yahoo.com). This service offers a number of hosting plans designed for small businesses priced from \$11.95/month on up.

Secret #42: Add a Yahoo! Search Button to Your Own Web Page

When you're creating your own personal Web page, it's relatively easy to add a Yahoo! search box and button to your page. When visitors view your page, they can use the search box/button to conduct Yahoo! searches without having to leave your page. Convenient, eh?

To add a Yahoo! search box and button to your Web page, go to docs.yahoo.com/docs/yahootogo/search/. There you'll find a few lines of HTML code; copy this code to your own Web page's code, and you're ready to go.

Secret #43: Find Out What's Hot—and What's Not

What's the latest buzz? Yahoo! can tell you, based on what its users are searching for. The Yahoo! Buzz Index (buzz.yahoo.com) tracks Yahoo!'s top 20 searches each week and displays them in what it calls The Leaderboard. This page also performs some interesting breakdowns of searches by different demographics; for example, you can find out that females aged 13-17 searched for Christina Aguilera and Beyoncé Knowles, while males aged 30-34 searched for NASCAR and the U.S. Open. (Surprise!)

Secret #44: Access Bookmarked Pages from Anywhere

When you bookmark a favorite page in your Web browser, that bookmark is only available from that PC. When you're using another PC—from the office or the road—you have to create an entirely new set of bookmarks.



Yahoo! Bookmarks (bookmarks.yahoo.com) gets around this problem by storing your bookmarks on the Web. This way you can access your Yahoo! Bookmarks from any Web browser on any PC—so that your favorite sites are available wherever you're connecting from.

Creating a new bookmark is as easy as clicking the Add Bookmark link on the Yahoo! Bookmarks page. (You can also create a bookmark from the Yahoo! Companion toolbar, discussed in Secret #13.) Access the Yahoo! Bookmarks page to click directly to your bookmarked pages.



insider
insight

You can also import your existing Internet Explorer favorites into Yahoo! Bookmarks. Just click the Import Bookmarks link and follow the onscreen instructions.



Secret #45: Get Alerted to the Latest News and Developments

Waiting for an important e-mail? Tracking a developing news story? Worried about the coming weather? Then use Yahoo! Alerts to notify you when something important happens by sending an alert right to your e-mail inbox, Yahoo! Messenger, or your cell phone or other mobile device.

You can set up various types of alerts from the Yahoo! Alerts home page (alerts.yahoo.com). It's as easy as clicking the icon for a specific type of alert and then entering information about how and where you want the alerts sent. Yahoo! will then notify you as directed when new information is available.

Summary

Now you understand why I said that you never have to leave the Yahoo! network of sites when you go online. Yahoo! is every bit as full-featured as a paid Internet service, such as America Online—and it's (pretty much) all free. Whatever your interests are, chances are Yahoo! has the information and services you need. Just go to the Yahoo! home page and click around until you find what you're looking for!

