

# Follow the wires to easily hook, unhook your computer

Over the last couple of weeks it seems I have helped more people move their computers than I've ever seen. Usually I get called to help, because behind most computers is a rat's nest of wires.



**SEAN MCCARTHY**  
Compute This

Seriously, look behind any computer and you are bound to see a massive jumble of wires and cables. Looks pretty intimidating, especially if you don't know what's what.

One way some people approach it is to use little numbered strips of masking tape around each wire. On the computer, stick matching number stickers next to each plug.

This way, when you go to plug all of the wires back in, just match up the cables with the numbers.

Of course, you'd have to number them before you unplug all the wires.

Most of the time I tell people they don't need my help. Most of those wires can only plug into one socket so it's pretty hard to hook it up wrong.

If you just take it cable by cable, most of the wires can just be plugged back in to their socket. You hardly even have to know what wire's what. Just match up the cable plugs to the holes and before you know it, 80 percent of the machine is hooked up.

What about the other 20 percent? Those remaining wires that will fit into more than one hole need a little more attention.

The best way to handle these cables is to follow them to the other end and see what's attached.

If the wire you are following leads to a speaker, then the end that plugs into the computer will need to plug into an audio or "speaker out" plug.

Examine only the plugs on the computer that the wire will fit into, and look for a label or some printing pressed into the metal.

You should be able to determine a microphone in or "mic" jack and a speaker output or "spk out" jack.

USB connections, on the other hand, are interchangeable.

Computers these days will typically have two or more rectangular USB connections in the back, front and even sometimes on the keyboard itself.

Most of the time, USB cables will work plugged directly into any available USB slot.

If the wire you are following is a phone type and there are two possible

plugs to it in, understand that the phone line goes from the wall to the computer's "line in" jack.

Again, the jacks should have some type of label on them.

Sometimes the jacks are depicted with a little icon of a phone for the phone jack and a little square that matches the shape of a phone plug for the line jack.

With some careful inspection, you should find that one jack is labeled "line" (this one goes from the computer to the wall). The other jack is there so you can plug an extension phone into the computer so you can talk on that line.

If the cable that you are following leads to your keyboard, then find the wire that comes from the mouse as well.

The mouse and keyboard plugs often will be identical. Examine them carefully and you should see a little mouse icon or a little keyboard icon embossed right on the plug.

If you look closely at the computer, you should see matching mouse/keyboard markings. Match up the plugs and you're all set.

The temptation is to get a bunch of wire-ties and "clean up" this rat's nest.

In theory, that seems like a logical move. In reality, it's usually an exercise in frustration.

As soon as you tie all those wires into a nice

▶ See COMPUTE, B11

# GotoBaby.com Increases Sales Three-Fold With the Help of eBrandz.com

(Syndicated News) — Creating and maintaining a successful business is all about exposure -- and in today's business world, e-commerce has given exposure a whole new meaning. No longer does heavy foot traffic or tantalizing window displays guarantee a high level of profits. Magazine and radio advertisements, in fact, are often not enough to attract a high number of customers. It's the Internet that consumers are now relying on in record numbers, and unless a business is prepared to face the challenges that Internet-based advertising provides, success is often fleeting.

"With limited resources I had the task of finding someone whose skills would be able to propel my business to compete with the bigger businesses," says GotoBaby.com's Stuart Sherman of his experience in starting his own Web-based business. "I was desperate to find a way to get listed on the major search engines. My business depended on traffic and I looked everywhere to gain exposure."

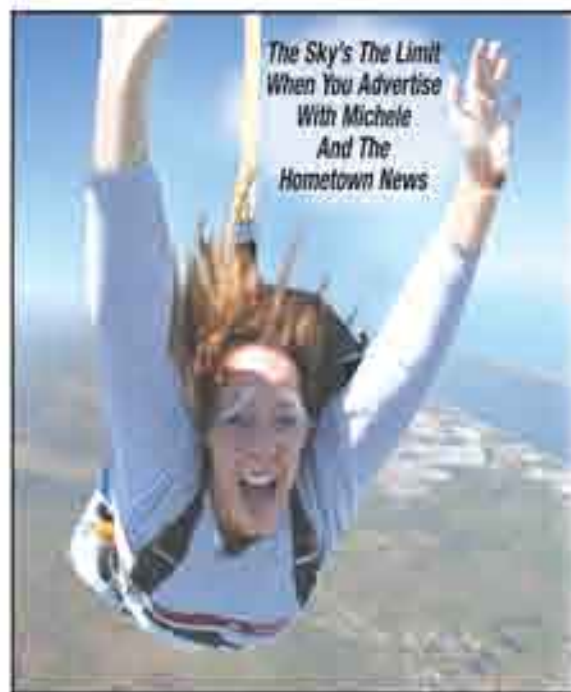
After suffering a few hard-learned lessons in search engine optimization (SEO), Sherman finally stumbled across eBrandz.com, an inter-

nationally-based SEO company with offices in eight major cities across the world that has successfully executed over 1200 campaigns since its start in 2003. Among the company's diverse clientele are Citibank, Cardservice International and Manpower, Inc. With their technical team based in India, it gives eBrandz.com a big advantage over American companies. It allows them to offer top-notch work at price far below the competition. According to Sherman, eBrandz.com was the only company he encountered that was able to successfully get his Web site noticed on major search engines.

"My sales grew a very significant 75% after working with eBrandz.com for one year," says Sherman.

Much of this increase came as a result of GotoBaby.com springing into the top 10 under the keyword "baby gifts" on nearly every major search engine, including Google and Yahoo!, as a result of eBrandz.com's efforts.

"Without eBrandz.com I am not sure if GotoBaby.com would have turned into the amazing business it has become," says Sherman.



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## Grammy

From page B8

This takes only a few minutes. Cutlets cook fast and over cooking will make them tough.

**Low-fat magic:** Prepare cutlets as above, but do not fry. Place on a cookie sheet that has been treated with cooking spray. Spray top of cutlets.

Bake in a hot, 400 degree F oven for 10 minutes; they will brown and cook just right.

• **Let's talk:** Arlene Borg, the Grammy Guru, is available for talks from south Vero to Hobe Sound, call (772) 465-5656 or (800) 823-0466.

• **NIB:** When a recipe is not in Mrs. Borg's cookbook it will have (NIB) next to the title.

• **Buy the book:** For an autographed cookbook, "Romancing The Stove With the Grammy Guru," send \$19.50(\$15 book, \$1 tax and \$3.50 for shipping and handling) to: Arlene M. Borg, 265 S.W. Port St. Lucie Blvd., No. 149, Port St. Lucie, FL 34984.

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