

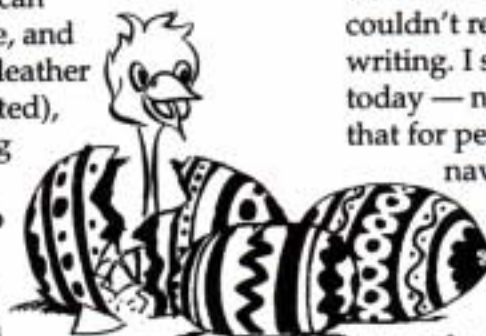
of orders. Tell us — what do you think are the main reasons you think you've been so successful?

Steve: In-your-face marketing coupled with informative industry-related articles. Continual and never ending emails to a targeted and subscribed database. Content of the site and continual additions, evolution of the purpose of what we do and what we provide are also traits of our ongoing success. A personal and timely reply to all emails. Answers to all the FAQ's on our site so we are not bogged down with the same old replies.

Audri: Ostriches On Line is a great Web site — you do a lot of things right. I've learned a lot about ostriches whenever I visited — including that ostriches are the second fastest animal in the world and can run at 40 miles per hour, and — more importantly — that ostriches do *not* bury their heads in the sand. :) Can you briefly describe what you offer at the Ostriches On Line Web site?

Steve: Originally we wanted to sell just hides, and perhaps some livestock. We had a hands-free investment program where outside non-farmers could buy some livestock and we would look after them at the farm.

Evolution has changed this. Now we offer a complete range of anything to do with these phenomenal animals: Products for sale, thousands of facts, useful and useless bits of information, lots of easy-to-read content. Visitors can learn, they can browse, and they can order: meat, leather feathers, eggs (decorated), books, videos, training programs and just about anything else to do with finished ostrich products. We have recently added a full range of skin care cosmetics, and plans are now being finalized for a full range of leather products. Even as we speak we're adding a range of ostrich eggshell



earrings, soft toys and more decorated ostrich eggs.

Overall, we really want to provide a one-stop shopping place for all ostrich-related products.

Audri: (Note: To get the most out of this interview, I suggest that readers go and visit <http://www.ostrichesonline.com/> now.)

Could you explain your strategy behind your Web site? Why did you design it the way you did? What were you thinking? Tell us a little about how you came to create the site.

Steve: Designing the site was a huge learning experience. In late 1995 and early 1996 there were a few Internet books out there but nothing like the proliferation now. I bought a huge big Unix book. Bad mistake. It didn't teach me much about the Web, so I started browsing and then someone showed me how to read the HTML of other people's pages and then I was set.

Hundreds of "copy and pastes" later, plus a design of some ostriches on a blue line, and Ostriches On Line was born.

After writing a load of pages and then learning about links, I spent a week learning all about frames, Java script, livescript, and so on, and added them all to the site. That was another big mistake. I took them all off because I learned that I was working with farmers and people from overseas who were using 286's and 386's. Netscape 1.1 was their standard browser and they just couldn't read the stuff I had spent so long writing. I still maintain that philosophy today — no frames, Java or Active X. Leave that for pepsi.com. I wanted an easy-to-navigate site and a logical one.

That was the original plan and we have developed it from there.

Audri: I agree. Keep it simple. You offer lots of different kinds of products and services at your site. Can you tell us about which ones work the best — and worst — and why you think that's the case?