

## Youra Pioneers World Live Web



**Port Hadlock, Washington.** Dan Evans, former governor of Washington State praised Dan Youra as a "pioneer in the global village." Larry Coffman, publisher of Marketing, editorialized Youra as "a trailblazer in the niche-tab-biz." And, The Seattle Times headlined Youra as a "public relations whiz."

Who is this person who is labeled "pioneer," "trailblazer," and "PR whiz"?

Dan Youra is a soft-spoken Baby Boomer, who just turned 60 and manages Dan Youra Studios, the computer software and publishing company he started 25 years ago.

Trained on room-size, IBM mainframe computers at Ohio State University in 1968, Youra is a mirror of the computer industry's growth through the Internet and desktop publishing stages, through the Internet and email stages, to its current integration with cell phones and the wireless network.

Is there any business that by now does not have a web site? Just in case business owners are falling into complacency with their web site, they will now be surprised to find out that they need to develop another web site. The new site needs to scale back all the fancy graphics on their current site in order to streamline its accessibility to cell phones, which are in the hands of more than 200,000,000 subscribers in the United States.

The tiny screens are too small for most web sites. But, more importantly, cell phones require that web sites be written in a different language, known as WML or Wireless Markup Language.

Developers, who can create a web site with Front Page, or maybe even program in HTML code, are a dime a dozen and their days are over. The defining quality of programmers for the wireless network is that they must be proficient in WAP, Wireless Applications Protocol.

The future is the integration of wireless and websit. In the Wi-Fi world HTML is replaced by XHTML, XML and WML, each a more demanding computer language to enable access to the growing wireless markets of cell phones, PDAs and pocket computers.

The wireless world is miniaturized and speeded up to live time.

The new web is referred to as the "world live web" or the "wireless wide web." The days of a business simply putting up a web page and waiting for hits are being challenged by the new wireless technologies, that free people up from sitting in front of a glowing computer screen and enable them to make a hotel reservation on their cell phone while white water rafting.

The business that is still "wireless challenged" with no presence on the cellular network is missing income opportunities. The graphically enhanced web sites that were sold as "must haves" are now the dinosaurs that are too big to fit into the small screens and speedy communications of wireless cell phones.

The moxie, young couple on a weekend outing in their Porsche is making dinner and lodging reservations on the run from their cell phones. They are surfing web sites on services such as Verizon Wireless Mobile Web.

Dan Youra consults with businesses and governments to help them navigate the wireless maze. This month Youra was in Mexico to consult with the Secretary of Tourism about incorporating new web and cell technologies in its programs for promoting Mexico abroad.

Youra's wireless site, GoYoura.com, is a pioneer in the new wireless technology. The site is three-in-one. Regular HTML serves the world wide web. Premium XHTML serves web and wireless, and Super Charged XML and WML serves wireless access to cell phones,

Youra recommends incorporating his new software on web sites to take advantage of wireless technology. Youra.com's web page enables a visitor to send text messages from the site to any cell phone in the United States and Canada.

A visitor to the site can access an emulator to see what a wireless page looks like on the screen without a cell phone. The site enables a cell phone user to text message a question or comment, which sounds an alert and creates a reply. This is similar to Google's SMS (small message service), which is in a Beta test on wireless networks.

The fastest growing feature of cell phone usage is Text

Messaging, also known as SMS or Short Messaging Services. By using Short Codes and keywords, cell phone users are able to access search engines, airline schedules and directories offered by wireless service providers. Businesses are entering these markets to build data bases of customers who opt into their SMS services.

Youra incorporated Google SMS and Google Mobile Search on his wireless sites. The services enable a cell phone user to find immediate answers to questions about business addresses, phone numbers, weather, stocks, movies and answers to specific questions.

United States businesses are just now entering the SMS markets, where Europe and Asia have substantial leads, due to a different wireless protocol that they have been using since the early 90's. Wireless carriers in the United States only adopted the international protocols 3 years ago, when U.S. regulators and carriers agreed to implement the "interoperability" systems that enable phone numbers of be transferred from carrier to carrier.

Dan started his own company, Dan Youra Studios in the early 80s, with an Apple 11e desktop computer and a PC running DOS. In the mid 80s the business graduated to the newly introduced Macintosh and a laser printer, which then cost \$5,000 compared to \$65 today.

In the mid 90s Dan created a web sites to promote travel businesses and tourist destinations on the growing Internet. In the new century Youra.com grew to serve larger travel markets with online ferry schedules, reservations and e-commerce.

Dan Youra is experienced at assisting national and foreign hotel owners to promote new and remodeled properties located in Spanish speaking countries to readers in their English speaking markets. In 2004, Youra was invited to Costa Rica by Minotel International, a Swiss hospitality company to help introduce its first three properties into the western hemisphere.

Youra is adding ferry schedules to his wireless site. His online guide to cruise lines and ferry schedules targets the cruise market. Northwest travelers know his publication, Ferry Travel Guide, its printed edition distributed at visitor centers and its online edition with up-to-date, ferry schedules accessible at youra.com.

Youra is active in Washington State tourism. He is a member of the Governor's Task Force on 2010 Olympic Games. In 1986 Youra published the Official Guidebook to Washington State EXPO 86 Pavilion in Vancouver, B.C.

To contact Dan Youra, send email to dan@youra.com. For more information on Youra's software and websites check out his web sites:

Youra.com: [www.youra.com](http://www.youra.com)

GoYoura.com: [www.GoYoura.com/index.html](http://www.GoYoura.com/index.html)

Youra Blog: [www.yourablog.com](http://www.yourablog.com)

Youra Podcast: <http://danyoura.blogspot.com>.

## Youra.com is the Highest Ranked Web Site

Compared to Olympic Peninsula and Kitsap Peninsula Travel Sites: Current Rankings: Date: Feb 20, 2006

Overall Incoming Links: 4,285  
 Incoming Yahoo Links: 2,450  
 Incoming MSN Links: 1,647  
 Incoming Google Links: 100  
 Incoming Alexa Links: 88



Stats by:



### Number of Links to Site

		<u>Alexa Rank</u>	<u>Yahoo Links</u>	<u>Teoma Links</u>	<u>Alexa Links</u>
<b>#1</b>	<b>Youra.com</b>	<b>#1 629,369</b>	<b>#1 2450</b>	<b>#1 862</b>	<b>#1 88</b>
# 2	PortAngeles.org	603,744	781	547	30
# 3	VisitKitsap.com	519,056	1670	348	40
# 4	PTGuide.com	464,990	1940	597	59
# 5	OlympicPeninsula.com	0	276	103	28
# 6	OlympicPeninsula.net	0	137	12	1
# 7	Heart of the Olympics	0	186	16	2

All data, based on incoming links, user activity, and search success. Results independently compiled and