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(54) Title: METHOD AND DEVICE FOR PROVIDING DIRECT ACCESS TO A PARTICULAR INTERNET WEBSITE

(57) Abstract: The attention of a user of the Internet is drawn to a particular website advertising the availability of goods or services to potential customers or clients by means of a device which consists of a template (1) comprising a substantially rectangular planar body (4) having a plurality of apertures (5) located in the planar body (4) in a position such that, in use, each aperture (5) will be in alignment with a particular key of a computer keyboard, and means for locating the template in a fixed position on the computer keyboard, the template (1) being provided with an indication of the sequence in which, after the computer has been linked to the Internet, the respective keys are to be depressed in order to access a particular website. The sequence indication advantageously comprises one or more numerals (7) adjacent to each particular aperture. The means for locating the template on a computer keyboard comprises one or more tabs (2,3) formed respectively on each of the shorter sides of the template, which are capable of being folded down substantially at right angles to the planar body (4) of the template so as to be insertable into the gaps available at each end of the QWERTY section of the computer keyboard. The planar body (4) of the template (1) may be provided with an area (8) on which there can be printed instructions for using the template and/or advertising or marketing material.
Method and device for providing direct access to a particular Internet website

This invention relates to use of the Internet and is concerned with a method of directing the attention of a user of the Internet to a particular website, and with a device for achieving said method.

It has been estimated that there could be about 550 billion web pages currently accessible online. However, with the largest directories and search engines containing only one to two billion pages, it is a difficult problem for the owner of a website offering goods or services for sale to inform potential customers or clients of the existence of the website and what it has to offer. While it is possible to promote the existence of a particular website by publication of its URL in, for example, letter heads, business cards, brochures, press releases or advertisements, this can be expensive and will not automatically target the desired section of potential customers or clients.

It is an object of the present invention to obviate the foregoing difficulty by providing a method and device which will easily direct potential customers or clients to a particular website advertising the availability of goods or services.

According to one aspect of the invention, there is provided a method of directing the attention of a user of the Internet to a particular website, which comprises (1) positioning a template having a substantially rectangular planar body on the keyboard of a computer which has been linked to the Internet, said template having a plurality of apertures each being located so as to be in alignment with a particular key of the keyboard, with each particular aperture having associated therewith an indication of the order in which the relevant key is to be depressed and (2) thereafter depressing the keys of the computer keyboard which are accessible through the template in the sequence governed by said indication, whereby the desired particular website is accessed.

According to another aspect of the invention, there is provided a template suitable for use in the method defined above, the template comprising a substantially rectangular planar body having a plurality of apertures located in the planar body of the template in a position such that, in use, each aperture will be in alignment with a particular key of a computer keyboard,
and means for locating the template in a fixed position on a computer keyboard, the
template being provided with an indication of the sequence in which, in use, the respective
keys are to be depressed in order to access a particular website.

The template may be formed from a suitable thin sheet material such as, for example,
cardboard or a plastics material.

The template may be held in position on a computer keyboard by, for example, one or more
tabs formed respectively on each of the shorter sides of the template, the tabs being
capable of being folded down substantially at right angles to the planar body of the template
so as to be insertable into the gaps available at each end of the QWERTY section of the
computer keyboard.

The sequence in which the specific keys of the keyboard are to be depressed so as to
access a particular website may advantageously be indicated by printing on the template
adjacent to each particular aperture one or more numbers of a numerical sequence,
gen generally commencing with 1 and terminating with a number which is the last of the series
required to access the desired website.

For a better understanding of the invention and to show how the same may be carried into
effect, reference will now be made, by way of example, to the accompanying drawings in
which:-

Figure 1 shows a plan view of a template constructed in accordance with the invention;
Figure 2 shows a plan view of another template constructed in accordance with the
invention; and
Figure 3 shows a plan view of a further template constructed in accordance with the
invention.

Referring to the drawings, a computer keyboard template 1 is formed from cardboard with
two tabs 2 and 3 positioned respectively on the two shorter sides of the template. The tabs
2 and 3 are capable of being folded down at right angles to the planar body 4 of the
template. A plurality of apertures 5 are punched out of the body 4 of the template in
locations such as to reveal in use the keys of the computer keyboard which are to be
depressed to access a particular website. An aperture 6 is also formed to correspond with
the return (enter) key on the keyboard.

Adjacent to each of the apertures 5, there is provided an indication number or numbers 7 showing the order in which the relevant keys are to be depressed so as to access a particular website.

An area of the template body 4, such as for example the area 8 as indicated in each of Figures 1, 2 and 3 respectively, may be used for printing thereon instructions for the use of the template and/or advertising or marketing material.

In use, a computer with which the template is to be employed is switched on and the necessary steps are taken to access the Internet and open a web browser, for example Microsoft Internet Explorer. The web address field is then highlighted. The template 1 is then positioned on the computer keyboard by folding down the tabs 2 and 3 and inserting them into the gaps at each end of the keyboard with which it is to be used, using the return key aperture 6 as a positioning guide. The keys visible through the apertures 5 are then struck according to the sequence indicated by the numbers 7 adjacent to the relevant apertures 5, finishing with the return key visible through aperture 6. The desired website will then be accessed.
CLAIMS:

1. A method of directing the attention of a user of the Internet to a particular website, which comprises:
   (1) positioning a template (1) having a substantially rectangular planar body (4) on the keyboard of a computer which has been linked to the Internet, said template having a plurality of apertures (5) each being located so as to be in alignment with a particular key of the keyboard, with each particular aperture having associated therewith an indication of the order in which the relevant key is to be depressed and
   (2) thereafter depressing the keys of the computer keyboard which are accessible through the template in the sequence governed by said indication, whereby the desired particular website is accessed.

2. A method according to Claim 1, wherein the template is formed from cardboard.

3. A method according to Claim 1 or 2, wherein the template is positioned on the keyboard by means of tabs (2,3) formed respectively on each of the shorter sides of the template, said tabs being folded down substantially at right angles to the planar body of the template and then inserted into the gaps available at each end of the QWERTY section of the keyboard.

4. A method according to Claim 1, 2 or 3, wherein said sequence indication comprises one or more numerals (7) adjacent to said particular aperture.

5. A template for use in the method claimed in Claim 1, the template (1) comprising a substantially rectangular planar body (4) having a plurality of apertures (5) located in the planar body of the template in a position such that, in use, each aperture will be in alignment with a particular key of a computer keyboard, and means for locating the template in a fixed position on a computer keyboard, the template being provided with an indication of the sequence in which, in use, the respective keys are to be depressed in order to access a particular website.

6. A template as claimed in Claim 5, the template being formed from cardboard.
7. A template as claimed in Claim 5 or 6, wherein said means for locating the template on a computer keyboard comprises one or more tabs (2,3) formed respectively on each of the shorter sides of the template, said tabs being capable of being folded down substantially at right angles to the planar body of the template so as to be insertable into the gaps available at each end of the QWERTY section of the computer keyboard.

8. A template as claimed in Claim 5, 6 or 7, wherein the planar body of the template is provided with an area (8) on which there can be printed instructions for using the template and/or advertising or marketing material.

9. A template as claimed in any one of Claims 5 to 8, wherein said sequence indication comprises one or more numerals (7) adjacent to said particular aperture.