altogether and the user may upload HTML or XML code (or other code) for the entire web page. In such an embodiment, the user uses only the company's primary address (along with the secondary address assigned to the user) and, possibly, the web space provided by the company, and the webpage itself is designed completely by the user and uploaded as preferably HTML code to the company's web server.

[0032] The consumer may also choose from among several accessories in the accessories selection screen **48**. One accessory may be a counter, as known in the art, allowing the consumer to track the total number of visits to her web page, after being created. Another accessory may be a Bid Box, allowing potential purchasers of the product to submit bid information to the selling consumer. This submitted bid information may then be shown on the consumer's unique web page and/or sent directly to the consumer via email or other contact information. The company's website and processor may be configured to alert the consumer if the total cost of the selected package plus any selected accessories exceeds the cost of the next available package, so that the consumer may choose the next available package (which has at least the same features and accessories as those previously chosen by the consumer) for a lower price.

[0033] In the web page shown in **FIG. 5**, the consumer may preview the consumer's ad, as it would appear to potential purchasers after the ad is posted on the website. The web page shown in **FIG. 5** may have a format similar to that shown in the template shown in **FIG. 4**, such as a picture display **54**, a description screen **56**, a thumbnail selection screen **58**, an accessories screen **60**, and preferably a contact information screen **80**. The description screen **56** may display information about the product shown in the picture display **54**, preferably in the manner chosen by the user in the template shown in **FIG. 4** (e.g., in an attractive HTML format if HTML code was entered in the template of **FIG. 4** by pressing the custom description entrance button **44**). An enlarged picture of each of the thumbnails in the thumbnail selection screen **58**, as well as a description of the corresponding product, may be shown in the picture display **54** and description screen **56** by clicking on the corresponding thumbnail in the thumbnail selection screen **58**. The accessories screen **60** may include information or data entry fields as desired and selected in the accessories selection screen **48** in **FIG. 4**. For example, the accessories screen **60** may include a box **64** to display the current bid (as well as another Bid Box, not shown, to allow a potential purchaser to enter a higher bid) and a counter **62** to display the number of "hits" to the consumer's web page. (These accessories may expire upon expiration of the consumer's webpage, pursuant to the package purchased by the consumer.) The contact information screen **80** may contain contact information of the seller, such as name, email address, and/or phone number, so that an interested potential purchaser can contact the seller. The preview web page shown in **FIG. 5** may include an edit button **52** to allow the consumer to edit information shown in the preview.

[0034] **FIG. 6** furthers the template introduced in **FIG. 2**. In the web page shown in **FIG. 6**, the consumer may select, via data entry field **18**, a secondary web address that the consumer's web page will be associated or linked to. For example, if the consumer, James of Dallas, Tex., in the template shown in **FIG. 4**, uploaded pictures and information about his Nissan car for sale, he may choose "JamesCar" as his secondary address. He may then click the "try it" button **66**. Then, the entry in the data entry field **18** may be uploaded to the company's server, and may be compared to other secondary addresses currently existing. If the consumer's secondary address choice is not available, the consumer may be immediately notified and prompted to enter a different secondary address. (Whether a secondary address is available may depend on either a local or a global secondary address pool. For example, www.xyz.com/JamesCar may not be available, but perhaps the Jacksonville, Fla. website jax.xyz.com/JamesCar is available.) Alternatively, in one preferred embodiment, a processor (not shown) connected to the company's server may select a secondary address based on the consumer's personal or product information, and may prompt the consumer to accept or reject the selection. For example, if "JamesCar" is not available (e.g., if "JamesCar" is a secondary address already associated with a different web page), the company's computer may then select "JamesCar**1**" or "JamesNissan" or "DallasJames," or the like, and notify the consumer via the template shown in **FIG. 6**. The company's processor may select several such available secondary addresses and provide this list to the consumer in the form of a drop-down menu. Alternatively, the company's processor may be configured to allow the consumer to try at least three different secondary addresses, before it automatically creates a drop-down menu of available secondary address suggestions. After the consumer has found an available secondary address that he is happy with (whether by trying several possible secondary addresses or by acquiescing to a secondary address generated by the company's computer), he may click the "keep it" button **68**, in which case the kept secondary address is reserved in the client's server. Once created, the consumer's unique web page (containing pictures and information about the product(s) for sale by the consumer, e.g., as previewed in the web page shown in **FIG. 5**) will be accessible on the WWW by typing the company's primary web address, as well as the consumer's secondary web address, into the address box of a web browser. For example, if James (the consumer) decided to keep "JamesNissan" as his secondary web address, his unique web page would be accessible via the web address, www.xyz.com/JamesNissan. If James preferred to advertise his Nissan car only in the Dallas portion of the company's website, his unique web page may instead be accessible via the consumer's unique web address, dallas.xyz.com/JamesNissan. These examples are offered for explanation only. One skilled in the art will recognize that there are many possible embodiments of primary and secondary web address selection and usage that fall within the scope of the present invention.

[0035] In another preferred embodiment, the secondary web address contains no more than 15, and preferably no more than 10, characters. This is because the consumer's unique web address is easier to advertise the shorter the address is. For example, www.xyz.com/car (whose secondary address has only three characters) is cheaper to advertise, and more easily remembered by potential purchasers, than a longer address, such as www.xyz.com/NissanSentraCarOfJamesInDallas (whose secondary address has 30 characters). Of course, the secondary address need not consist of alpha characters. For example, the consumer may choose her phone number as the secondary address, which serves the double purpose of providing a unique, simple web address