Businesses, particularly new businesses, are using the web in diverse ways as they pursue their commercial activities. While newly released data shows overall incidence of a reported website among the population of U.S. businesses was only about a quarter in 2007, young businesses in 2007 were more likely than not to have a website. Online sales were reported by 6 percent of all U.S. businesses in 2007, compared with more than a quarter of young firms. Additionally, among online sellers, young firms were about twice as likely to generate more than 50 percent of revenues online. In examining differential outcomes from online activities, our analysis shows having a business website had the earliest and most long-lasting effects among startups.