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Aplus.Net Dedicated Servers: The Next Generation

We're excited to announce the next generation of Aplus.Net dedicated servers!



Giving our customers the best in cutting-edge technology is important to us, and with that in mind, we're just wrapping up a complete upgrading of our dedicated server processors and motherboards. We now offer some of the fastest, most powerful hardware the industry has to offer. For most Aplus.Net dedicated server plans — the Standard, Standard XR, Standard AMD 64, and Standard AMD XR — these upgrades are already in place and integrated into our product offerings and website. The remaining two Aplus.Net dedicated server plans that haven't yet been upgraded — the Premium and Premium XR — are still in development with new versions to be rolled out in the coming weeks.

With these upgrades, we can truly say that Aplus.Net now offers the industry's most responsive, highest-quality dedicated server plans in this price range. And this is just the first step in a new generation of Aplus.Net technology and software. Stay tuned for more great things. And remember, you'll hear it here first.

Expert Opinion

Business Writing 101



If you've never taken the time to learn effective business writing, you're not alone. But it's time to stop putting it off — after all, why risk losing the faith of your clients because you can't get your spelling and grammar straight?

This month, we thought it'd be useful to take a look at some techniques to help you perfect your business writing. BNET recently provided an extremely helpful rundown of what to do to make your business writing better. Check out this month's Expert Opinion for a crash course on how to communicate like a pro.

[Read full Expert Opinion article...](#)

Special Feature

"Rock the Net" — What do you think?



As you may know, Aplus.Net has been following the net neutrality issue for some time now. (A very brief rundown—"net neutrality" is legislation currently making its way through the U.S. Congress that intends to write into law the rule that all websites must be kept "equal." It faces opposition from some Internet service providers, and their interests, who want to give preferred status to certain partners. [Click here for a more](#) detailed assessment.)

Basically, whether you're for it or against it, you have to acknowledge that if the net neutrality legislation fails, there are going to be some big changes in the way the Internet works. And for most of you, big changes to the Internet mean big changes to our lives, businesses, and the way we interact with the modern world.

With this in mind, supporters of net neutrality may be happy to learn that some of America's most powerful and notable musicians are banding together in an event called Rock the Net. Kicked off on March 27, 2007, Rock the Net features such cause-friendly acts as REM, Pearl Jam, Cake and Death Cab for Cutie.

So, what do you think? Is this a worthwhile effort to help a good cause, or another example of celebrities misusing their fame by speaking out on issues that don't concern them? Go to the [Aplus.Net blog](#) and let us know how you feel.

Check out the [Rock the Net](#) website here.

Product News

Improved Dedicated Servers, Improved Usage Meter Functionality



Aplus.Net is upgrading our entire line of dedicated servers. Specifically, the Aplus.Net Standard dedicated server plan now offers an Intel Celeron D processor, and the Standard XR now features an Intel Core 2 Duo processor. Some plans have also received significantly increased bandwidth, and all will be equipped with an enormous 250 GB SATA of default configuration disk space.

[Click here](#) to check out our new dedicated server specs and see for yourself.



We've also added more detailed mail quota statistic functionality to the Usage Meter, a control panel tool that lets you view real-time statistics on how much storage your website is utilizing. The Usage Meter also breaks down usage data according to file, directory, or by the entire website.

[Check out the Aplus.Net website for new products and services...](#)

Company News Coverage and Awards

Aplus.Net has received the Editors' Choice Award for Best E-Commerce Web Host for April 2007 from FindMyHost.com! "Whether you are looking for Windows or Linux to run your business, Aplus.Net offers the best of both worlds in a cohesive environment, is designed to grow with your presence, and has a solution and a price point that will satisfy even the most discriminate customer," says Chris Henning, CEO of FindMyHost, Inc. This award marks Aplus.Net's twelfth FindMyHost Editors'

Choice Award in the last three years, having also won in 2004, 2005, and 2006 for its E-Commerce, Domain Registration, Web Hosting, and Reseller Hosting services. [Click here to read more.](#)

Aplus.Net ranked on HostReview's Top 10 Lists for Best Managed Hosting Service, Best Web Hosting Company, and Best Dedicated Server Package for April 2007! Aplus.Net is proud to rank on a prestigious HostReview's Top 10 list for the second month in a row! HostReview awards are based on such factors as price, technology, reliability and overall performance. [Click here to read more.](#)

Last month, Aplus.Net CEO Gabriel Murphy spoke to the Web Host Industry Review about Aplus.Net, the future of the company, and his thoughts on the web hosting industry in general. Mr. Murphy lays out a fascinating vision for a new and improved Aplus.Net, with a growing presence as a market leader in technology and a new role as a cutting-edge innovator. Read the whole story [here](#).

Mr. Clarke Caines, Aplus.Net's Senior Vice President of Worldwide Sales, recently spoke to Compare Web Hosts about the future of Aplus.Net. Echoing some of the key points of Mr. Murphy's WHIR interview, Mr. Caines relates some of the plans for Aplus.Net's future strategies and also sheds some light on what the company's leadership is up to now. Check it out [here](#).

More Aplus.Net in the news:

- [HostSearch reports](#) Aplus.Net's new lineup of dedicated servers, as well as its current dedicated server inventory sale.
- [WebHosting.Info](#) also picks up the story.
- [Kansas City Community News](#) mentions Aplus.Net's recent corporate headquarters relocation from California.

[Learn more about our awards here...](#)

[Learn more about our news coverage here...](#)

Small Business Center

Getting the Most Out of Your Website Part 2: Web Design



Last month, we ran down some of the important ways your website can work for you in promoting your business. Most people underestimate the effect of seemingly simple factors—often taken for granted—such as web presence, brand recognition, and search engine optimization. However, when used properly, these tools can be surprisingly powerful. And the bottom line is, you need to make the public aware of you; with the power of the Internet, that's far easier than it used to be. (Check out last month's column [here](#).)

This month, we examine just what it takes to develop a website people will be interested in. After all, you can have the best, most innovative company on the planet, but if your website is ugly and dysfunctional, people aren't going to spend any time there.

Then again, there's such a thing as investing too much in design, as well. If your company projects a humble image, then an overly flashy design will probably turn off your customer base.

Remember, your website's design should balance all the factors that you consider to be important to your company. Have a small, modest, local business? A simple, plain-color design might be best for you. On the other hand, if you run a design or marketing firm, obviously you'll want a more progressive design, complete with a flash intro to impress any potential clients.

Think about it: You wouldn't house your business in an old run-down shack, would you? Likewise, you want your website to be appealing to customers. You want it to be someplace that stands out against the others. But it's a fine balance — not too flashy, and not too plain.

Aplus.Net Web Design: Customized and Comprehensive

That's why Aplus.Net has balanced its web design offerings with everything from the merely convenient to the exhaustively comprehensive. If you haven't [checked out our web design offerings](#) before, you may be surprised. We've invested a lot of time and research into making sure that we have all the bases covered — so, whether you're a small business that needs a quick but professional look online, or an established company with lots of products and with customers that demand interactive web components, you'll find what you need at Aplus.Net.

Best of all, you don't have to pay extra for most of what we have to offer. Lots of great do-it-yourself tools come free with Aplus.Net hosting plans. For example, [WebsiteCreator](#) lets you build a website in about 10 minutes, with absolutely no HTML knowledge required. Likewise, the [HTML Editor and HTML Validation Tool](#) help you create and edit HTML documents on your site, saving you hours of manual computer work (or the expense of hiring an expert).

We also have a host of great add-ons, from the [SiteMap builder](#) that helps your customers navigate their way around your site, to the [RSS Feed Reader](#), which syndicates news, bulletins, blogs, and much more, making your site not just a store that customers go to once, but a destination they'll want to revisit on a regular basis. [Online Forms and Weather Toolbar](#) are just two of the other convenient web design tools that go hand-in-hand with Aplus.Net's great hosting plans. [Click here](#) to get the whole list.

Likewise, many of our Image Manipulation Tools and Content Management Tools are also free with hosting.

To learn more about what your Aplus.Net design tools can do for your site, check out [our web design home page](#) or call 877-275-8763 today to speak to an Aplus.Net professional.

And stay tuned to the Small Business Center in the coming months, when we'll explore other valuable tools to maximize your website's power and effectiveness. After all, you already have an Aplus.Net website. It's time to make sure you're getting the most out of it.

Help Links

At Aplus.Net, we are committed to providing you with great customer support, 24x7x365.

Knowledge Base -- <http://www.apluskb.com/>

Technical Support -- <http://www.aplus.net/support.html>

Control Panel -- <https://cp.aplus.net>

Keep It Current!

Keeping your address current is more important than you realize, and the success of your website just might depend on it. For example: "Marty" was a happy and hard-working customer who failed to notify

Aplus.Net when his email address changed. Marty didn't realize that he was missing important emails notifying him that his domain name was about to expire. Because of this simple mistake, Marty lost not only his domain name to a competitor, he also lost countless hours of hard work and months of progress. Don't make Marty's mistake—Keep your information current!

Update your new e-mail information in our system online. We've made it easy! [Here's how to do it...](#)

Refer a Friend

Refer a friend to Aplus.Net and get a FREE month of hosting! Make sure your friend remembers to mention your name and email address when signing up.

Feedback



What do you think of our newsletter format? Let us know! Email us any of your feedback regarding the newsletter at . We're always looking to improve, and we're always happy to hear your suggestions!

Aplus.Net – (877)275-8763
7500 W 110th St., Suite 400, Overland Park, KS 66210