

August 2007



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Please make sure you're receiving emails from Aplus.Net. Add us to your email account's "safe list" so you don't miss out on our special offers and important account information. Not sure how to add Aplus.Net to your safe list? [Click here](#) to find out how.

## Huge Shared Hosting Sale Extended!



Due to popular demand, we're extending our summer shared hosting sale! For a limited time only, you can still enjoy a 20% discount with free set-up when you sign up for a full year of Aplus.Net shared website hosting.\*

From the convenience of our best-selling Unix Solo XR plan to the comprehensive e-Commerce package that is the Windows Maxima, Aplus.Net has a hosting plan to fit any need. Call an Aplus.Net sales rep at 877-275-8763 today to find out what package works best for you.

\* Offer excludes the Unix Solo and Windows Primo plans.

## Get On the Blog!



Have you checked out the [Aplus.Net Blog](#) lately? Remember, if you're looking for insider tips or the scoop on the web hosting industry, the Aplus.Net Blog is the place to go. Interested in learning more about the web hosting industry and the market forces that make it what it is today?

Want to maximize your Aplus.Net experience by learning as much as you can about our products and services? Either way, if you're not visiting the Aplus.net Blog, you're missing out on all the latest and greatest news. [Check it out today!](#)

## Product News

### New Forum Software, New Control Panel



### Simple Machines Forum Software

The “next generation of forum software” is now available on your Aplus.Net Unix hosting plan!

Introducing Simple Machines Forum (SMF) software, an Internet forum program that gives you the power to set up your own online community, in just a few minutes. It’s designed to provide the best in bulletin board features while minimally impacting server resources. You control the lay-out; you control the interaction. It’s that simple.

SMF is now available on Unix hosting plans that feature MySQL support (which excludes the basic Unix Solo plan). [Learn more about SMF software here.](#)



### Have You Tried the New Aplus.Net Control Panel?

We want to know how you feel about the new Aplus.Net control panel, [as reported last month](#). Do you use it often? Do you like it better than the previous version? Do you have any suggestions as to how it could be even better? If so, [visit the Aplus.Net Blog today](#) and add a comment to let us know what you think!



### Joomla CMS Upgrade

**Important note:** We’ve recently installed an important security upgrade to this software.

If you currently use the Joomla! content management system on your Aplus.Net account, we recommend that you upgrade to our newest version as quickly as possible. If you have any questions, our support team is standing by to assist you.

[Check out the Aplus.Net website to see all our products and services..](#)

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## Expert Opinion

### The Importance of Smart Web Design



This month, we turn to About.com’s Linda Roeder for some tips on what to do—and what not to do—to create an effective and visually powerful website.

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

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## Company News Coverage and Awards

Aplus.Net has received the “Best Budget Host” Editors’ Choice award for August 2007 from FindMyHost.com. We’re proud to announce the latest in Aplus.Net’s long line of prestigious awards, [which you can view here.](#)

According to FindMyHost.com’s website, Editors’ Choice Award winners are “honest, reliable, and excel in all areas — most importantly technical support. These Web Hosts are worth investigating for your next Web Hosting experience ... [You can] expect a smooth and professional relationship.” Congratulations to Aplus.Net’s great technical support team for helping boost our company to the top!

Gabriel Murphy, President and CEO of Aplus.Net, featured in The WHIR. Writing in the latest issue of the WHIR, Wayne Epperson explores the effects company mergers and acquisitions have on the shared hosting industry. Gabriel Murphy, President and CEO of Aplus.Net, is quoted extensively. You can read more about it on the [Aplus.Net Blog](#), or [click here](#) to link to the article through the Aplus.Net website.

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

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## Small Business Center

## Getting the Most Out of Your Website

### Part 5: E-Commerce Essentials



Over the past few months, this forum has explored many of the basic factors that, when used correctly, help you maximize the success of your online business.

This month, we come to the most important concept yet: The art of e-Commerce.

So what is e-Commerce, exactly? The obvious answer, from Wikipedia, is that e-Commerce (for Electronic Commerce) is “the distributing, buying, selling, marketing and servicing of products or services over electronic systems such as the Internet and other computer networks.” Wikipedia dates the first historical example of E-Commerce back to 1994, when the Internet’s first banner ad appeared.

Well, e-Commerce has certainly come a long way from that first banner ad back in '94. Today, e-Commerce is, simply put, the focus of the global marketplace — period.

And it's only getting bigger. [According to a Forrester Research report from last year](#), “Non-travel online retail revenues will top the quarter-trillion-dollar mark by 2011. The driver of this growth? A segment of the most active Web shopping households that is approximately 8 million strong. This group of consumers is extremely comfortable with technology and values convenience above all else in the online retail experience.”

That's no shock. In this age of ever-worsening traffic congestion and sky-high gas prices, many people simply prefer to shop online.

#### Aplus.Net E-Commerce Hosting Plans

The bottom line: You've got to get online. If your business *doesn't* sell online, the hard truth is that you're missing out on the biggest and most easily accessed sales market in the world.

The good news is that, as an Aplus.Net customer, you've already got at least one foot in the door. If you haven't yet taken advantage of the wide variety of e-Commerce hosting plans we offer, it's time to start thinking about doing exactly that.

But let's back up a moment: What's *really* the difference between an e-Commerce hosting package and just a basic shared hosting plan? Why does “e-Commerce web hosting” provide that makes your website a more powerful selling tool?

The main ingredients are a shopping cart and the ability to process credit cards (preferably in real-time). These are absolutely essential: They're the tools that let customers buy from you instantly.

Also included are [Secure Server Certificates](#), which are equally important so that your customers can buy safely. Take note! Many customers are extremely wary about online fraud, and will not even consider buying from a site that isn't certified. Our hosting plans come complete with Secure Server certificates (they're also available for our other shared hosting plans, but at an additional cost).

These are the biggest factors, but there are dozens of other tools that all combine for effective e-Commerce selling. With our e-Commerce plans, you also get free marketing tools like eCommerce Booster Google DataCenter Watch, Google PageRank, MSN and Google KeyRank Monitors, and much more. These tools may not be directly related to selling, but they're essential in getting your site seen by more potential customers. And, with the Unix ePro and Web-a-Business plans, you also have the option of using e-Store Connectors for Amazon.com™, eBay.com™, Shopping.com™, and/or Froogle.com™.

Hopefully, this (very brief!) e-Commerce intro will have you thinking about some of the ways you can improve your site and improve your sales. But if you're still not sure what needs to be done, [head on over to the Aplus.Net website](#) for a complete run-down of our e-Commerce plans. If you'd like to speak with someone who can help you figure out what plan is right for your company, call one of our friendly and knowledgeable Aplus.Net sales reps at 877-275-8763 today. Good luck!

## 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>

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## 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 ...](#)

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## 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.

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## 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!

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