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New At Aplus.net

December 2008

- ▶ Aplus.net Introduces “Ask Jeff,” an online member of the Aplus.net team that helps small business customers get the [info they need for online success](#).
- ▶ TopHosts has placed Aplus.net at the top of its list of Top 25 Web Hosts for December 2008!
- ▶ CEO, Phillip Spencer, was featured in the [Kansas City Business Journal](#) to discuss Aplus.net’s decision to in-source 100 jobs.

Featured Blog posts

- [5 Key SEO Factors](#)
- [3 Reasons You Need Professional Web Design Now](#)
- [Using Customer Emails to Upsell](#)

Online Marketing Watch:

Season’s Greetings in 2008 Can Lead to More Business in 2009



We’re in the heart of the holiday shopping season — perhaps the most critical period for many U.S. retailers, as they [begin to see a profit on the year’s business cycle](#).

If you’re like most online businesses, you send your customer-base a friendly “Season’s Greetings” message this time of year as an act of courtesy and tradition.

However, by adding a little personalization and sincerity, that simple message can become a great way to build customer satisfaction. The idea is that, the more effort you put into making your holiday messages to your customers personal and sincere, the more likely they will return to your site for shopping in the New Year.

But cookie-cutter email messages aren’t going to impress anyone. This is the time of the year to reach out to those past customers or clients you know by name. A personally sent card, letter, e-mail or even a friendly phone call, will be much appreciated by those clients who can tell a boilerplate marketing message from a sincere season’s greetings with a personal touch.

It’s all about letting people know that your business cares for its customers, and that you’ll go out of your way to make them happy. [You can read more about how to optimize your holiday messaging efforts at Gawkwire.com.](#)

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Buzzword: Google SearchWiki

Google SearchWiki is a new feature that lets Google users customize their search results to better match what they seek. Users can change the search results they receive by deleting, adding to, or commenting on them and the changes will be saved and displayed each time that search is repeated in the future. [Visit the Official Google Blog](#) to learn more about this new product and to view a demonstration video.

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