

February 2008



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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.

### ❖ Celebrating 10 Years of Web Hosting!



We're kicking off 1998 with a [combo of special promotions](#) to celebrate our 10 years as a web hosting provider! That's right — Aplus.Net started offering shared web hosting way back in 1998. (Our company was founded in 1992.) You won't find many other web hosting companies that reach back that far.

Of course, we couldn't have made it this far without you, our valued customers. So to thank you for helping us achieve this success, we're kicking off a huge sale: free set-up and deep discounts on all our shared hosting plans!

So, if you're one of our customers who's never gotten around to getting a shared hosting account, or even if you're looking to get additional hosting, there's never been a better time! [Head on over to our website and check out the values for yourself.](#)

On behalf of Aplus.Net, thanks again! With your help, our next ten years will be even better than before.

### ❖ Working Hard to Deliver a Better Aplus.Net



Along with our 10-year shared hosting anniversary celebration, here at Aplus.Net we're working hard to improve our products and services so we're best positioned to offer you all the Internet services you'll need in the 21st Century. (And beyond? Only time will tell!)

You've probably already noticed some of these changes. For example, we recently rebranded our shared hosting and dedicated hosting plans to reflect more modern and convenient names. To help consumers with the difficult task of choosing just what hosting plan is right for them, we've now re-categorized our entire line of shared hosting plans: [Personal, Business Class, Pro, and eCommerce, each available in either Windows or Unix.](#) Likewise, our [dedicated hosting plans](#) have moved from our "Standard" and "Premium" naming conventions into more hardware-focused names that reflect the actual hardware being offered.

Already a shared hosting or dedicated server customer? Nothing to worry about! You'll still get the same great service and value. You may notice a change to your plan name on your invoice or in your control panel, but don't worry — your service is not changing.

And if you're not yet a customer, it's a perfect time to check out the [new and improved Aplus.Net website](#) and see just what our new plans can do for you!

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## ❖ Small Business Center

### Staying on Top of Web Design



One of the most difficult parts of running a successful online business is making sure your website is not only professional and modern, but also as user-friendly as possible.

This isn't always as easy as it sounds. It requires continuous updating: Internet standards are constantly changing, and what was considered a good design or navigation in 2005 doesn't always hold up three years down the road. So, you have to make sure you're staying ahead of the curve. (Unless you'd prefer the competition to fill that role ... )

Web design expert Kevin Potts, [interviewed in Inc.com late last year](#), made it very clear: "A website is like any piece of marketing — it has to be kept fresh. A lot of companies think that once they've built their website it's done. And the reality is that's just not the case."

"A lot of websites just lose sight of the customer or audience," Mr. Potts adds. "A lot of them bury the information, or they make the navigation confusing. It's a lot of little things: Does the logo go back to the homepage? Is the main navigation even on the homepage?"

So is your website fresh? Are you making sure it's updated regularly to reflect your customers' needs? Are you confident that an outdated design isn't driving away the very customers you're trying so hard to win over?

There's one way to be sure: Get Aplus.Net's WebImage web design service. Why? Because WebImage isn't just another web design service like the thousands of other ones out there. WebImage offers a unique web design experience — the quality of customized attention at prices other custom design services can't even come close to.

We know that selecting a web design partner is a big decision, and that there are many companies vying for your business. That's why we make sure WebImage is stacked with absolutely everything you need to succeed online. It includes FREE web hosting and FREE domain name registration for as long as you remain a customer. It also includes FREE email addresses and a FREE toll-free number. Plus, there's no set-up fee, no contract, and you get unlimited modifications by our expert designers. All this for just under \$75 a month!

But none of this would mean anything if WebImage designs didn't look fantastic. That's our secret weapon—designs that can compare to any multi-thousand-dollar custom design on the market. Don't believe us? [See for yourself here.](#))

Still not sure? Our design experts would be happy to fill in any other details you're looking for, and give you a better idea whether WebImage is right for you. Call 1-866-966-2966 to speak to one of our friendly professionals today.

(Get more info on keeping your web design up to date at the [Aplus.Net Blog](#).)

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## ❖ Product News

### Aplus.Net Product Updates

#### Web Hosting:

We've updated some of our key integration tools, as follows:

- Coppermine Image Gallery: version 1.4.16
- Media Wiki: version 2 - 1.11.1
- Serendipity Blog (s9y): version 1.2.1
- Joomla (CMS): version 1.0.14
- WordPress Blogging Tool: version 2.3.3
- phpBB: version - 3.x

*Now offering a completely new code base and feature set. Also includes a migration option for existing 2.x version installations.*

- Joomla (CMS): version 1.5 (stable)

*Now with an all-new code base and feature set. Also includes a migration option for pre-1.5 version installations.*

#### Dedicated Hosting:

We're happy to announce that our Aplus.Net dedicated hosting customers can now request server reboots via their control panel.

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

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## ❖ Company News Coverage and Awards

Awards! Here at Aplus.Net, we're proud to be able to say our products and services are "award winning." And if you [check out our awards page](#), you'll see why: Over the years we've been saluted hundreds of times, from prestigious online business sites like TopHosts and TheWHIR to the high-tech gatekeepers at CNET. With this in mind, we bring you a quick rundown of the latest Aplus.Net industry awards:

- Top 5 Hosting Company by TopHosts.com
- Top 5 SEM Hosting Company by TopSeos.com: January 2008 and February 2008
- Editors' Choice Award for Best Reseller Hosting from FindMyHost.com: February 2008
- Best Reseller Hosting from HostReview: February 2008
- Web Host Directory Number 2 Best Unix Web Hosting Award: December 2007

Aplus.Net in Opportunity World Magazine. Aplus.Net's award-winning web services are the subject of this article from Opportunity World magazine, a national business journal focusing on America's small businesses. Based on a conversation with Mr. Clarke Caines, Aplus.Net's Senior Vice President of Worldwide Sales, the article also delves into the company's history and unique ability to help small businesses succeed online. [Read it here](#).

Aplus.Net Celebrates Ten Years of Web Hosting! The news is all over the industry. Check it out here:

- [HostSearch](#)
- [Webhostdirectory.com](#)
- [HostingTech.com](#)

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

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## ❖ Expert Opinion

### Top 11 Money-Wasting AdWords Mistakes

What's the point of spending all this time and money in creating a great website if you ignore the essential search engine tactics that bring you customers and make it all worthwhile? Writing in Entrepreneur.com, SEO expert Jon Rognerud outlines his "Top 11 Money-wasting AdWords Mistakes" to avoid. We bring you the story in this month's Expert Opinion.

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

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## ❖ 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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