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New At Aplus.net

January 2009

- ▶ Aplus.net has just launched a new [Marketing Resources](#) section to provide customers with additional tools for online success.
- ▶ FindMyHost has recognized Aplus.net with the 1st of its 2009 Editor's Choice Awards for eCommerce hosting.
- ▶ Now get a free month of WebImage when you "[Refer a Friend](#)" to Aplus.net!

Featured Blog posts

- [5 Online Marketing "Dos and Don'ts" for 2009](#)
- [Got a Great Domain Name? Don't Let it Expire!](#)
- [The Debate Over Search Engine Data Retention](#)

Online Marketing Watch: Tell Me What You Really Think



It's not easy pleasing everyone in today's "reputation economy." Ratings, reviews, stars, thumbs up, thumbs down... Reputation management, and specifically customer feedback, has become big business. Your opinion matters – and the online giants like Amazon, eBay, NetFlix and Target know it.

Enter the next generation of consumer-driven opinion sites. Angie's List rates your neighborhood repairman and other local services. Urbanspoon and Zagats focus on restaurants. TripAdvisor rates all aspects of travel and tourism. Yelp has taken this concept a step further still, providing a place to review and comment on all sorts of businesses – restaurants as well as body shops, hair salons, hotels, pet sitters, you name it – in any given city.

For small businesses to proactively manage their online reputation, there's RatePoint. Businesses are encouraged to ask their customers for feedback and reviews based on their experience when dealing with the business, both online and off. The business and its services are rated according to a scale from 1 to 5.

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RatePoint verifies all consumer reviews for authenticity and provides businesses with a dispute resolution service – providing the opportunity to respond to unsatisfied customers or negative feedback before it's posted online – something that none of the consumer-focused feedback sites can offer.

To promote this service, RatePoint provides every tool businesses need to collect, manage and promote authentic customer feedback via their Web site. This full-service package, including email marketing, surveys, site seals and other customer feedback tools, can help you improve customer satisfaction and service while strengthening relationships and building trust with existing customers.

[Visit our Ratepoint page](#) for more information on this brand new site enhancement for Aplus.net customers.

Buzzword: It's a 'Mashup'

The mashup is a Web application that combines content, or functionality, from various sources into a new, integrated tool. Build custom searches. Plot census data on a map. Pair videos with news stories. Mashups first emerged several years ago, but their popularity has exploded recently with new Web feeds and access to open third-party sources. Google Maps? Flickr? Digg? All examples of popular data, photo and news sharing mashups in use today. The launch of 'mashup editors' such as Yahoo! Pipes, Microsoft Popfly and Google Mashup Editor promise to take this idea still further.

If you're interested in seeing a few mashups in action, check out [Flickrvision](#) and [youMashTube](#).

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