

July 2007



In This Month's Issue...

- ▶ [SAVE BIG on Shared Hosting!](#)
- ▶ [Product News: Upgrades Galore!](#)
- ▶ [Expert Opinion: SWOT Analysis](#)
- ▶ [Company News](#)
- ▶ [Customer of the Month](#)
- ▶ [Small Business Center: Selling Power](#)

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.

20% Discount on Shared Hosting Ends Soon!



For a limited time only, we're offering a 20% discount and waiving the set-up fee when you sign up for a full year of web hosting with Aplus.Net.

That's right — any of our award-winning Unix or Windows shared hosting packages*, 20% off with no set-up fee. Want convenience and economy? Then go with the Solo XR, our most popular shared hosting plan. Looking for a total eCommerce solution? Then the ePro for Unix or Maxima for Windows plans are the way to go. And remember, with any plan you choose, you get tons of storage, transfer memory, and lots more.

So sign up today, and see why Aplus.Net is one of America's most popular hosting providers and past winner of the CNET Editor's Choice award.

But hurry! This offer lasts only through the end of July. Call 877-275-8763 to sign up today!

* Offer excludes the Unix Solo and Windows Primo plans.

Product News

Upgrades Galore



New Control Panel!

Aplus.Net has just enabled a new, fully functional "beta" control panel. It's available to all customers through either the alternative login button on the current login page <https://cp.aplus.net/>, or via direct link at <https://cp.aplus.net/beta/>. Check it out and let us know what you think!



Upgraded File Manager.

At the end of June, Aplus.Net released a reworked File Manager platform. It's faster, better looking, and more user friendly than our previous version, without sacrificing any of the user interface that makes our services so easy to use.



WordPress blogging software

A new blogging integration tool is now available for all Aplus.Net Unix hosting plans that support MySQL (Solo XR, Pro, and ePro). A truly user-friendly application, WordPress blogging software supports integrated link management, a search engine-friendly permalink structure, multiple authors, multiple article categories, TrackBack and Pingback, and even typographic filters for proper formatting and styling of text.



Google Sitemap updates

Three new integration tools are now allowed on the Google Sitemap: The Serendipity Weblog (community blog), Joomla (CMS) and the new WordPress blog.

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

Expert Opinion

How Well Do You Know Your Company?



Many of us in the small business community cringe when we're faced with yet another marketing-related acronym. And yet, every now and then we run across new terminology that does what it's supposed to do: Make our lives easier.

BNET's SWOT analysis is just that kind of terminology. An acronym for Strengths, Weaknesses, Opportunities, and Threats, SWOT is just the kind of self-evaluation technique that can help steer your company in new and more productive directions.

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

Company News Coverage and Awards

Aplus.Net Wins HostReview Awards.

Once again, Aplus.Net has been selected by HostReview as among the Top 10 Best Web Hosting Companies and Top 10 Best Managed Hosting Services! These June 2007 awards are just the latest in a long line of accolades from HostReview, which is among the most respected web hosting industry directories out there.

In addition to being listed on various HostReview Top 10 lists in April and March of 2007, Aplus.Net was also named among the Top 10 Best Web Hosting Companies and Dedicated Server Package companies for the entire year of 2006.

From HostReview: "Our staff closely monitors a variety of factors to determine the companies that we will recommend to our readers. The Top 10 Web Hosting Awards are based on the overall product offering, value, customer service and users' reviews of the selected companies. We have included Aplus.Net in the Top 10 lists this month because of both your recent developments and well-earned reputation for quality."

Visit the [Aplus.Net awards page](#) for more information on this and our many other awards.

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

Aplus.Net Customer of the Month

Mr. David M. Glaeser Jr. of DMG Computer



July's Customer of the Month is an entrepreneur with a proven track record of successful websites, all under the banner of Glaeser Enterprises, LLC.

Mr. David M. Glaeser's Glaeser Enterprises is "dedicated to providing individuals and companies around the globe with quality media, products, and services. We are a leader in Internet marketing, providing numerous marketing vehicles for various industries and professions." With more than one thousand domains and websites under the umbrella of a single name, Glaeser Enterprises offers a unique combination of high-quality, low-cost online marketing.

Recently, Mr. Glaeser wrote to Aplus.Net:

"I would like to take this opportunity to let you and everyone reading this know how terrific your web hosting is. As a business owner with almost one thousand websites, I know a thing or two about hosting providers. However, when I decided to host our two largest websites — www.search-for-servers.com, a

process server directory, and www.quickrepo.com, a repo company directory — we originally chose a host that lured us in with great marketing.

"This company shall remain unnamed, but I will say that they are one of the largest hosting companies out there, with very well-known and prestigious clients. Based on their clients alone, we figured they must be good.

"We were seriously wrong about that. Probably because we were not a big-name company, we were pushed aside, our emails and phone calls went unanswered, and their billing department refused any sort of refunds though they were within their 'guaranteed time for refunds'.

"At that point, since I'd been already using Aplus.Net to host some of my other sites, I switched both sites to you and have loved it ever since.

"Thank you again Aplus.Net for being the best hosting company around!"

Signed,
David M. Glaeser Jr.
DMG Computer
<http://www.dmgcomputer.com>

Think you could be Aplus.Net's next Customer of the Month? Send us an email at info@aplus.net and let us know your story!

Small Business Center

Getting the Most Out of Your Website Part 4: The Power to Sell



You've got your site up and running and looking great. You've enabled your eCommerce functions and made your site user-friendly to encourage visitors to buy. You're ready to go.

Now that you've taken care of the basics, it's time to start thinking of your website as an actual virtual store where customers go to shop. And, like any store, online or brick-and-mortar, you want to set things up so that customers can shop easily and conveniently.

In other words: It's time to make sales! And you're in luck — Aplus.Net offers a wide variety of tools designed to do just that. We have an entire suite of services and products designed to help you close deals, ranging from real-time sales tools to mass mailing tools. Many of them are even included free in your hosting plan!

Aplus.Net's [Five Pillars of Online Success](#) divides these tools into two categories: Customer Getters and Customer Keepers.

Customer Getters

Live Chat (CRM Chat)

The power to close sales instantly. The convenience for customers to get the help they need immediately. Aplus.Net's CRM Chat is a real-time communication tool that gives you all this, and more. With Live Chat, it's never been easier or more cost-effective to keep in touch with the people who visit your website. Visitors can see when operators are online or offline, and they can even leave a message with their email address if they visit after-hours.

Price: Starting at just \$29 per month

[Check it out!](#)

Push To Talk

With the click of a button, your website visitors can speak to you via the phone in real-time — wherever you are! Studies have shown that Push To Talk can increase revenue. It makes sense: If customers can get instant answers to questions they have about your products, they're less likely to browse over to a competitor's site. In other words, by supplying instant phone support, you retain more customers and fight abandonment.

Not only is Push to Talk easy for your customers, it's also easy for you to set up! Upon entering your phone number, our system will generate the necessary HTML to be added to your webpage. Then, with just a few simple clicks, you'll be ready to start taking calls. Push to Talk is a fully hosted service that requires no additional hardware or software.

Price: \$10 per month

[Check it out!](#)

Customer Keepers

Mailing List

Create and manage mailing lists to better reach your customers. This tool gives you the power to create several different mailing groups (each with specific member groups and topics) and increase sales by informing your customer base of special offers and products. The mailing list is also very useful for newsletters and customer letters. It's easy to install, and no technical expertise is necessary.

Price: FREE with your Aplus.Net hosting plan!

[Check it out!](#)

Form Mail

If you want your site to appear professional (and therefore trustworthy to the discerning consumer), it's a good idea to put contact information on your website. Even if it's not necessary to sell, customers can be put off by a website that is vague about where it's actually located and who's actually running the show.

Unfortunately, when you put a contact email address on your website, you're leaving yourself wide open to tons of annoying spam. That's why Aplus.Net's Form Mail tool lets you add contact info that's absolutely spam-proof, making your email address invisible to spammers. The form can also include fields such as street address or phone numbers to assist your sales and marketing efforts. And it's easy to create: Just tell us what fields you want in your form, and we'll do the rest.

Price: FREE with your Aplus.Net hosting plan! (NOTE: \$60 set-up fee applies)

[Check it out!](#)

Customer Survey

Can you afford to ignore your customers' feedback? Create surveys to get feedback about your products and services with Aplus.Net's Customer Survey tool. Remember, gathering info from customers is a great way to help make future business decisions that make the customer experience with your website as easy as possible—and that's the best way to facilitate sales. This tool also helps you stay in touch with customers and be more responsive to their needs. In other words: The more you understand about your customer, the better your sales relationship will be.

Price: FREE with your Aplus.Net hosting plan! (NOTE: \$99 set-up fee applies)

[Check it out!](#)

This is just the beginning. If you're really serious about powerful online selling, you'll want an Aplus.Net eCommerce hosting plan. With those plans come a whole expanded range of selling power. We'll detail these plans and their tools in next month's Small Business Center. Stay tuned!

Interested in learning more about our sales tools? Call an Aplus.Net sales professional at 877-275-8763 today or visit www.aplus.net to learn more.

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!