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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.

❖ NEW at Aplus.Net



US-Based Support

Aplus.Net is pleased to announce new US-based support for all of our customers. Amidst the current, rising levels of overseas outsourcing, Aplus.Net is further cementing its position as a leader in the web hosting industry by trendsetting US-based, live, 24/7 support. The consolidation of all Aplus.Net positions within the United States marks an unprecedented level of commitment not only to our high standards of technical assistance, but also to the vitality and stability of the US economy. We're really excited to be taking a step forward in trusted, reliable web hosting services!

Up and Coming

Aplus.Net has some exciting new developments coming down the pipeline, including adding fantastic new features to our corporate newsletter, coming little by little over the next few months. This is a great time to use that feedback link, and tell us what you like, what you don't like, what you want to see, and what you can do without. Also, be watching for updates to [Aplus.Net's blog](#)—we did a little back end work for smooth, easy reading.

❖ Expert Opinion Five Design Guidelines

Owning a website that effectively communicates your image can be a rewarding and profitable experience if you follow five basic concepts:

1. Audience
You are designing your website and logo for your customers, not for yourself. Your likes and dislikes may be similar to your clients' likes and dislikes, but since they come first, your website and logo should reflect what they need and will respond to.
2. Simplicity
Simple is better. A neutral background with accents in bright colors looks more professional than a rainbow-colored site with white text. When you visit a site, you do not want to be bombarded with overwhelming confusion--and neither do your customers.
3. Color
Many people arbitrarily choose the colors for their logo and site. The issue with choosing the right colors is that they mean different things to different people on a subconscious level. Please take a look at

- <http://www.squidoo.com/colorexper> to give you a good idea of how to start choosing your colors.
4. **Readability**
No matter how well designed your site or logo is, if it is not readable to visitors, it is useless. For example, putting blue text on a red or highly textured background is not a very good combination. If it's hard to see or hard to read, your customers won't even look at it.
 5. **White Space**
"White space" does not literally mean white space; it means, "space that does not contain text or images." Well placed white space lets the eyes rest when viewing a site. If you do not have white space on your website, visitors' eyes could become strained and cause headaches.

Your presence on the internet should be more than just flinging some code and crossing your fingers. By following these simple steps and putting some thought into your brand image, your website will show the world that you're willing to start a relationship with their best interests at heart. If you have any questions, or would like to get professional assistance with your brand's image, please give us a call. We'll be happy to help.

❖ Keep Your Content Fresh



As search engine optimization becomes increasingly important to success in an online world, a savvy web site owner learns to keep his or her content fresh. The simple task of regularly updating the information on your web site crosses several must-dos off of your SEO list.

Current Content is Indexed Currently

If your content is fresh and new, search engines are more likely to keep your page at the top of their lists. A search engine that delivers out-of-date information isn't going to be as popular as the search engines who can respond to the most recent data available. If you want to be at the top of a fast-moving search engine, you have to keep your web site moving fast, too. Additionally, this is a great opportunity for you to keep your friends and customers informed of what's new with you.

Connectivity Makes the Web Go Round

Try reciprocal linking. If there's a complimentary product or service that you would personally vouch for, or if you and your business partners have an affiliate relationship, link to them on a page on your site, and ask them to link to you. Search engines are always adjusting their procedures to keep ahead of the curve, and they like to know that you're networking just as hard as they are. The more bona fide links you can get, the more they'll notice you. Cross this off of your guerrilla marketing list at the same time: cross-promotions are loyal, friendly, trustworthy, and FREE! What helps build your customer base like some networking?

Love What You Do Everyday

Blogging about your passion is a fast, easy way to keep the content of your site updated as often as you want. It's a chance to write about what you know and how well you know it. Recount stories from your day. Give advice and say why you're the best. Describing the love you have for the work you do is a great way to work in those keywords automatically, provide links to the information that pertains to your customers, and give those search engines a reasons to move you to the top. It makes you more approachable, gives your business a personality, and builds trust and loyalty not only with your audience, but with the search engines as well. Just remember to use that spell check.

Your web site is your face to the online community. It's part of your brand, part of your image, and part of your business success. Giving your web site some regularly updated content shows the passion in what you do. If you can use email, you can update your copy. And to find your site the first listing in the results page, isn't it worth a little extra effort?

❖ Buzzword: Vaporware

When you see the term "vaporware," you're probably reading about a software or hardware product that someone says they're creating, but hasn't actually *produced* anything yet. It's not a very optimistic term; frequently, products labeled as vaporware never come to fruition and are never seen on the market. If they actually make it that far, there's a chance that they don't include all of the benefits or features that the developers originally intended. "Did you hear about the proprietary new cell phone OS? Might be vaporware—they keep pushing back the release date."

❖ Fingers on Fire

Hi, I'm Gina, and I'm the main contributor to Aplus.Net's monthly newsletter. I get to write most of the articles and I've been working with our creative team to refocus our communications with you. You'll hear from me, and I very much want to hear from you...that's the point of communicating. Reach me at [ginac \[at\] aplust.net](mailto:ginac[at]aplust.net) and tell me what's going on.

❖ 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 ...](#)

❖ WebImage Design Plan

Custom design services starting from \$56.25. [Check out our work.](#)

❖ 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!