

May 2007



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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.

Save Big on Aplus.Net Value Servers!



For a limited time only, we're reducing the prices on our Value Server, Value Server XR, and Value Server PRO by 25% when you pay for a full year. Contact an Aplus.Net sales rep at 866.566.8766 for more details.

This sale is for a limited time only, and supplies are limited. Call today!

Product News

Have You Tried Google AdWords®?



Don't forget: If you're an Aplus.Net web hosting customer, you're eligible up to \$100 in Google AdWords™ advertising credit.

Why do you need Google AdWords? If you're looking for online advertising that's effective, trackable, and accountable — and you should be — then Google AdWords is a great way to find customers looking for what you're selling.

Plus, it's easy to use. Basically, if you can describe your business and what you sell in a few words, you can have your ad up and running within minutes. Your ad will appear on Google.com (as well as Google's partner sites like AOL.com® and Ask.com®) to targeted prospects within your geographic market (defined by you). You set your own budget, and you only pay when someone clicks on your ad. There are no commitments, no minimum spend requirements, and no obligations of any kind.

It doesn't matter what industry you're in. It doesn't matter whether you have a brick-and-mortar store on Main Street or you work out of a home office. Either way, if you're a small business looking to grow, Google AdWords is the perfect way to and drive more traffic to your site. So take advantage of this no-risk chance to try out targeted online advertising.

Visit www.aplus.net/google.html today for more information.

Upgraded Premium and Premium XR Servers



Aplus.Net has completed the next phase in our new dedicated server hardware upgrades. We can now proudly say that, at our price point, we offer the fastest, most responsive, highest-quality dedicated server plan configurations available in the web hosting industry.

The Premium and Premium XR are Aplus.Net's top-tier server offerings, designed for processor-intensive, high-volume transactions and applications. They've just been upgraded to feature Intel® Core™ microarchitecture — with an Intel Xeon Woodcrest Dual-Core 5130 (2.00 GHz, 1333MHz) and Intel Xeon Woodcrest Dual-Core 5140 (2.33 GHz, 1333MHz) processor, respectively. That's some of the most premium technology available.

In addition, the Aplus.Net Standard server processor has been upgraded to an Intel Celeron D, with the Standard XR now featuring an Intel Core 2 Duo CPU. Both Standard and Standard XR servers are now also equipped with new and improved Intel motherboard chipsets to facilitate dual core processor support and increased memory capacity. These Intel motherboards are known to be more reliable and scalable than previously used motherboards, and are designed to match the ever-increasing technological needs of today's consumers. The Aplus.Net dedicated server plans have also received significantly increased bandwidth, and all are now equipped with an enormous 250 GB SATA of default configuration disk space.

And this is just the beginning. Stay tuned for more upgrades and innovations from Aplus.Net. And remember, you'll hear it here first.

[Check out the Aplus.Net website for new products and services...](#)

Customer of the Month

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corporate requirements while also expanding their business base of operations. Since its start-up six years ago, Globals Inc. has now become a truly international company, with 400 employees, offices in 11 countries, and 200 clients in its portfolio.

And we're proud to say that Mr. Gopinath is a very satisfied Aplus.Net customer. He told us: "I am highly impressed with your service and support. I have been shifting hosting providers for the past few months and it was affecting my company's corporate image and finally we landed up with Aplus.Net, and today I need not invest or worry about having to shift to any other hosting provider. Starting from their pre-sales to post-sales, they maintain the utmost professionalism. A truly global company."

In addition to running a successful business that's branched into an international presence, Mr. Gopinath has become something of a celebrity in the business community. Last year, CBS News profiled his success story, just one of many media outlets to do so.

[Click here to read what CBS News had to say about Mr. Gopinath.](#)

Think you should be Aplus.Net's next customer of the month? Shoot us an email at and let us know why. You might be reading a profile about yourself next month!

Expert Opinion

Customer Loyalty: A Double-Edged Sword?



Customer loyalty can be a tricky thing. It's something that must not only be earned, but must also be maintained. In other words, once you have it, use it wisely — or it may hurt you in the long run. *Entrepreneur* magazine contributor Paige Arnof-Fenn tells us, "There really are no small decisions when it comes to your business. Even with a great brand that has a strong following, you have to constantly monitor customer satisfaction because loyalty can't be taken for granted."

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

Company News Coverage and Awards

Aplus.Net's dedicated server upgrades are big news around the hosting industry websites. The Web Host Industry Review, FindMyHost, TopHosts, and WebHosting.info are just a few of the outlets carrying the story. [Read more here.](#)

Coverage:

- [Web Host Industry Review](#)
- [HostReview](#)
- [TopHosts](#)
- [WebHosting.info](#)
- [MyHostNews](#)

Last month, Aplus.Net was among 75 California "Top Businesses" to be recognized as an "Innovation All Star" by the California Innovation Corridor, an amalgamation of the California Space Authority (CSA) and the California Labor & Workforce Development Agency (LWDA). The statewide event was also endorsed by Governor Schwarzenegger's Commission for Jobs and Economic Growth. [You can read more about the award here,](#) and check out some of the coverage below:

- [WebHostDirectory](#)
- [TopHosts](#)
- [TheHostingNews.com](#)
- [Web Host Industry Review](#)

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

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

Small Business Center

Big News in the Small Business World



We'll continue our ongoing series "Getting the Most Out of Your Website" in June's newsletter. But this month, we'd like to share with you some of the more prominent news stories that are affecting America's small businesses.

Forbes Honors Small Business Week with \$100,000 "Boost Your Business" Contest

Source: *Forbes.com*

[President Bush recently named April 22-28 as Small Business Week.](#) In appreciation of this, Forbes has recently kicked off a "Boost Your Business Contest." The contest offers a grand prize of \$100,000 (or a choice of top-shelf HP product suites) to the small business that is best able to explain, in a maximum of 500 words, just how much \$100,000 would benefit their company. "Opportunity abounds ... for emerging companies that have a passion for innovation," reads a statement from Brett Nelson, *Entrepreneurs* Editor for *Forbes.com* on the *Forbes* Small Business website. "Forbes.com is looking not only to

celebrate these small businesses, but also to help them grow. Buoyed by a panel of experts, this contest aims to identify sound business ideas with the most promise for growth."

[Read all about the contest here.](#)

President Bush Proclaims Support for U.S. Small Business Sector

Source: U.S. Small Business Administration website

President Bush didn't just announce Small Business Week last month—he went out of his way to deliver a speech lavishing praise on America's small business sector as the "lifeblood of cities and towns across the country ... We salute small business owners, entrepreneurs, and employees for enhancing our communities and expanding opportunities for all. The hard work and ingenuity of our nation's small business men and women are helping to sustain America's economic strength." [Read the president's statement here.](#)

Report: Small Businesses Driving American Job Growth

Source: Inc.com

Small business owners, take pride. Small business is emerging as the backbone of the American economy—no minor thing, especially with today's fluctuating economy. According to Inc.com (who cites the ADP National Employment Report as their source), small business accounted for 45,000 of the 64,000 new private-sector jobs in April, 2007. "By contrast, jobs at larger firms dropped by 10,000, the fourth straight month of declines, the report said." [Read the story here.](#)

Small Business Tax Cuts Stalled by War Funding Bill Veto

Source: Inc.com.

The new increase in the federal minimum wage—and the tax break for small businesses that goes along with it—has been vetoed by President Bush. That's because this legislation was sent to the President's desk as part of a package that included the new funding proposal for the Iraq War. Bush vetoed that bill, as promised, because it mandated a pull-out date for the Iraq troops, which he is strongly and consistently opposed to. That's understandable. Less clear is why legislators chose to wrap the small business proposals up with the highly controversial Iraq war bill in the first place. What do you think? If you have an opinion on this, we'd love to hear it. Head on over to the Aplus.Net Blog and let your voice be heard. [And you can check out the full story here.](#)

New York Times Website Launches Small Business Section

Source: ADWEEK

Joining the legions of mainstream news organizations that feature sections catering to small businesses (such as USA Today), The New York Times recently launched [a special section devoted to small business coverage](#). Their reasoning? Advertisers want more exposure to America's small business sector. Whether you love or hate the New York Times, it's always good for small business to get more exposure in the mainstream media, so all Americans can understand what an important role it plays in the country's economy. And when one of the media's biggest players decides something is worthy of coverage, you can be sure many of the smaller organizations will follow suit.

[Read the story here; visit the new NYTimes.com web page here.](#)

Starting a Business: Easy To Begin, Hard To Succeed

Source: The New York Times

Fresh off the new NYTimes.com Small Business section is one of the best brief rundowns of the ins and outs of starting a new business that we've seen. Check it out not only for the advice on just what questions you, as a small business owner, should be asking yourself, but also to get a sample of what to expect from this new web page in the future. [Read it here.](#)

If you have any comments on these stories, be sure to head on over to the [Aplus.Net Blog](#) and let us know what you think! And stay tuned to the Small Business Center in the coming months, when we'll pick up the "Getting the Most Out of Your Website" series where we left off last month.

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!

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