

September 2007



In This Month's Issue...

- ▶ [Are You Ready for the Holiday Season?](#)
- ▶ [On the Blog: The Pros and Cons of Adblock Plus](#)
- ▶ [Product News](#)
- ▶ [Expert Opinion: Avoiding Scams](#)
- ▶ [Company News](#)
- ▶ [Small Business Center](#)

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.

Is Your Website Ready For the Holidays?



Every holiday season, more and more people do their shopping online instead of at the mall. When you think about all the cold weather, bad traffic, and crowded malls, it makes sense. So, the real question is: Is your website ready for the holidays?

Luckily, Aplus.Net has everything you need to take advantage of the surge in online holiday spending and make sure your website is fully prepared at an early date. Does your site have a [feature that lets customers contact you with questions](#)? Need an [SSL Certificate so your buyers can shop safely](#)? Whatever you need, Aplus.Net has it.

Don't wait until it's too late! Call an Aplus.Net sales rep at 1-877-275-8763 today to find out what you need to drive sales this holiday season. Call now!

On the Blog: Do You Use Adblock Plus?



[On a recent entry in the Aplus.Net Blog](#), we asked our readers: Do you use Adblock? Adblock Plus is a free add-on service to the popular Mozilla Firefox Internet browser that lets consumers block out website ads altogether. It sounds great, doesn't it? The problem is, if people start to use it on a large scale, it might fundamentally change the Internet as we know it. (For example, online newspapers rely on the money generated from ads to keep their content free. Take away the ads, and you just might lose the free content, in the process.) Read more about this story and share your thoughts on Adblock at the [Aplus.Net Blog](#).

Product News

Master the Search Engines with New Aplus.Net Tools!



Google Rankings

The Aplus.Net control panel now offers a Google Rankings Tool that gives you the power to maximize your website's rankings with Google. With this tool, you can check your website's key Google measurements, such as Saturation, Back Links and PageRank™. You can also compare your website's score with the competition and track changes by generating history reports. The knowledge you get from using the Google Rankings Tool will equip you to make the necessary ongoing adjustments your site needs to stay on top of today's most important search engine, and improve your exposure to keep ahead of the competition in the process.



Keyword Density Analyzer

This powerful new tool lets you know how your website ranks when specific keywords are searched for using Google. You'll have the power to check the density of specific keywords (single keywords, or 2- or 3- word phrases) within the text content of your html web pages. Remember, if the keyword density is too high or too low, you're not going to show up in search results, and that can lead to disaster. Check out the Keyword Density Analyzer today and map out your strategy for success.



Keyword Rankings Tool

The Keyword Rankings tool gives you the most up-to-date information on your website's position for a particular keyword or phrase. It works for each of the major search engines – Google, Yahoo, and MSN. With this tool, you can see the current, "real-time" ranking of your site in the search engines results page when a specific keyword is searched for. You can also track changes by generating history report graphs. This helps you to stay on top of search engines, and help ensure that your site appears above the competition when consumers are searching the Internet.

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

Expert Opinion

Avoiding Small Business Loan Scams



This month's expert opinion is a run-down of some common small business loan scams to watch out for, courtesy of allbusiness.com. Think you're too smart to fall for loan scams? You might be surprised at how savvy some of these newer schemes are. Check out this month's Expert Opinion to get the scoop.

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

Company News Coverage and Awards

Aplus.Net Acquires WebImage. Aplus.Net made a big splash in the web hosting industry world last month [when it announced that it had acquired New York-based web design company WebImage](#).

WebImage was a company well known for delivering smart, fast and efficient website design to America's small businesses, making it a perfect fit with the Aplus.Net family of products and services.

The story got widespread coverage in the American business community. Here are just a few of the media outlets that reported the news:

- [The Kansas City Star](#)
- [The Kansas City Business Journal](#)
- [The Milwaukee Business Journal](#)
- [The WHIR](#)
- [TopHosts](#)
- [Web Host Directory](#)
- [HostSearch](#)

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

Small Business Center

Will the “Credit Crunch” Affect Your Business?



Depending on how closely you pay attention to Wall Street, you may or may not be worried about the “credit crunch” that’s currently got everyone in the financial world a bit worried.

Stemming from a growing panic that the economic problems facing the housing market will affect the larger American (and therefore world) economy, the current “credit crunch” refers to Wall Street’s problems in August as concerns about debt securities and subprime loans sent markets into a downward spiral. (It has since recovered from this spiral, though somewhat tentatively, and many have been left shaken nonetheless.)

Wait a minute -- debt securities? Subprime loans? These are the sort of high-flown phrases that don’t mean much to the average consumer. But don’t let down your guard: Problems that affect the higher brackets of the economy will inevitably trickle down to the consumer.

In a nutshell, the concern is that, as the housing market weakens, banks and investors are far less likely to extend more credit. When credit dries up, the economy tightens. When the economy tightens, consumers buy less. And when that happens, pretty much everything comes to a standstill. (And that’s when people start throwing around the dreaded “R” word ...)

Yet, that hasn’t happened yet, and experts still aren’t sure if it will, and warn against assuming that the situation is really that dire. Nevertheless, everyone knows that the worst possible scenario COULD happen, and the housing market is being watched very nervously with just this in mind. (August’s Wall Street difficulties were seen by some to be a direct result of this anxiety.)

The Federal Reserve is going out of its way to assure us that there’s no reason to be worried. However, that just makes some people more nervous ...

- The Christian Science Monitor: "[US Economy Weathering Credit Crunch, So Far](#)"
- The New York Times: "[Stocks Slip as Fed Says Credit Crisis is Contained](#)"
- The Chicago Tribune: "[Fed: Effect of Credit Crunch 'Limited'](#)"

So, what do you think? Is the American economy going to take a hit over the housing market “crisis”? Or is all this talk overly cautious? Do you worry about problems with the general economy, and how that may affect your business? If you’d like to share your thoughts on this issue, head over the [Aplus.Net Blog](#) and let us know your thoughts. Until then—stay positive!

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!

Aplus.Net – (877)275-8763
7500 W 110th St., Suite 400, Overland Park, KS 66210