

September 2008



New look for Aplus.Net  
... coming soon!

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### ❖ New At Aplus.Net

Get ready for some exciting changes — a new look for the Aplus.Net company and website is coming your way soon. We've also got a great new business mail hosting service on the way. As always, make sure to stay tuned to the [Aplus.Net Blog](#) for the first word on everything that's new at Aplus.Net.

Aplus.Net has been named [Best Budget Web Host for September 2008](#) by WebHostDirectory! We've also ranked on the monthly best-of lists from TopHosts.com and Topseos.com. Another award to add to our list of [best web hosting awards](#).

WebImage, Aplus.Net's professional web design service, recently rolled out a whole new series of [high-power, business-enhancing eCommerce add-on tools](#), including a new shopping cart, Google-branded site statistics, and much more.

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### ❖ Expert Opinion: Keeping your technology platform fresh

by: Taylor Giddens, Aplus.Net DSCC Manager



Entering the fourth quarter of the year, each business should begin to look forward to how they can grow and expand for the upcoming fiscal year. Instrumental to this process should be an examination of the IT platform. Regular upgrades and updates are essential to the health and stability of a server environment, to allow stable operations for a business to rely upon. As with many other aspects of your business, proactivity is the key to avoiding technical disasters.

Servers, like home computer systems, also require regular software updates. These updates ensure your system is utilizing the latest, most stable releases of software to allow your server to maintain the highest levels of stability and security. As software's shelf life lengthens, so does the list of bugs, vulnerabilities, and problems. Keeping your updates fresh assists in safeguarding against the latest hacks and exploits that allow deviants to access your data and/or turn your server into a platform for purposes you have not intended. Should you wish to set up automatic updates, contact your [support department](#) and they will be more than happy to provide further information or assist in the configuration of updates.

An additional update that can be considered annually is an operating system update. The purpose of an operating system update is to address a list of known issues at once, such as multiple operating system level bugs, services upgrades, and security patching. When new operating systems are released, older production releases of an OS are commonly retired, a term known as "end of life." What does "end of life" mean? In short, it means no further development is being put into the version of the specified product. Aplus.Net always offers the latest stable release of an OS. If your operating system is two or more versions old, we strongly encourage you to consider an upgrade.

Finally, we come to the biggest technology refresh of all: a server hardware upgrade. As technologies improve, Aplus.Net

regularly [updates our product offerings](#), providing you with access to the latest and greatest hardware. With advances in hardware, innovations with software and coding are also to be expected. Allow your business to grow and expand with technological demands by reviewing new hardware options each year.

Visiting the doctor for your annual checkup ensures that your body is in tip-top shape. Unfortunately, we cannot upgrade our bodies with the latest and greatest in CPUs, but we can upgrade our servers! With these three proactive measures, you can help ensure a headache-free server operation.

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## ❖ On the Blog

### The final word on domain names



Lately on the Aplus.Net Blog, we've been focusing on the ins and outs of domain name registration. Sure, it's a subject that might seem old hat to many of us, but for those of you just getting into the Internet game, there's a huge amount of information about the fundamentals domain names that you should know — about buying domains and selling them, choosing the right domain name to maximize your SEO, and much more.

Our entries on [Add-on Domains](#) and [Parked Domains](#) explore an important part of buying and selling domain names, and another recent entry on [the art of buying and selling domain names](#) just might give you the additional insight you're looking for to maximize your online business revenues

Even if you're a seasoned Internet business veteran who's seen it all, you might want to take a look at the info we've compiled. We're building a library of how-to guides for Internet business, and we'll be covering it all in the weeks ahead: Web design, eCommerce, search engine optimization, and much more. So check it out. You just may discover something new.

Make sure you're keeping up with what's happening at the [Aplus.Net Blog](#). Bookmark it today at [www.aplus.net/blog](http://www.aplus.net/blog). Or for those of you using feed readers you can subscribe to our feed at <http://www.aplus.net/blog/feed>.

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## ❖ Buzzword:

### Web 2.0

Most of you have probably heard about the term Web 2.0 buzzing around online lately. So what is it? Basically, Web 2.0 is a word that summarizes all the groundbreaking developments that have been shaping the Internet in recent years, with an eye on what it's all evolving into.

Like them or not, these trends are amounting to a huge shift in the way people do business, take in information, and interact with other people. Web 2.0 is perhaps best exemplified by YouTube, which sprung from humble origins just a few years ago to become a Google-owned media powerhouse that now almost rivals television in media stature. The term also refers to the explosion in popularity of social networking sites, which are now not only socializing venues (like MySpace) but also top-notch business networking destinations in their own right (like LinkedIn and, to a growing extent, FaceBook). The business prospects that arise from these very highly trafficked sites are just beginning to be understood and capitalized on — which means that the door is still open to innovators who understand what's going on, and plenty of opportunities for little guys with big ideas.

This list of trends wouldn't be complete without Software-as-a-Service, or Saas, which you may have read about on the Aplus.Net Blog. As exemplified by the wild success of Salesforce.com, Saas describes a new marketplace in which software isn't sold, but rather "leased" — meaning that the seller takes full responsibility for the installation, service, and maintenance of the software, freeing the buyer from having to worry about these expensive and time-consuming considerations.

All these breakthroughs are possible only because of the Internet; none of them would have been imaginable ten years ago. They all point to an exciting shift in the way we all communicate and do business, and the smart online entrepreneur most certainly has an eye on these signs and is determining how his or her business can make the most of this ever-changing big picture. All this is Web 2.0, and more.

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## ❖ Promotions

Our [Summer Sale on Dedicated Hosting](#) is almost over, and that means your chance to save up to forty percent on award-winning Aplus.Net dedicated hosting is almost over! Don't let this one slip by — [click here to get all the info today before it's too late](#).

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## ❖ 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>

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