

June 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.

Big Savings on Aplus.Net Customized Flash Design



Thinking about spicing up your website? Why not take advantage of Aplus.Net's world-class design team with a professionally customized Flash animation intro? There's no better time to do so: During the month of June '07, we're offering 33% OFF our custom Flash animation design services.

Why does your site need Flash? A powerful technology that can get your website noticed, Flash animation adds a personal touch to your site — a great feature if you offer services or products that are hard to distinguish in the marketplace. Remember, your potential customers see hundreds of websites each week. Flash is a great way to make yours stand out. Check out some examples of how a Flash intro can set your site apart [here](#).

Act fast, this offer ends soon! Call an Aplus.Net sales rep at 1-866-966-2966 today to sign up.

Product News

Aplus.Net's New Web Mail System



We're happy to announce that all email accounts through Aplus.Net are now powered by the AJAX web mail system.

What's AJAX? Technically shorthand for "Asynchronous JavaScript and XML", AJAX is a recent development in web technology designed to enable more interactive applications. It makes email web pages more responsive, primarily by exchanging only select information with the server, as opposed to refreshing the entire page each time you make changes. It all adds up to faster, more functional email.

You can check out the new Aplus.Net email at <http://webmail.my-domain/cube/> (remember to substitute your own domain name for my-domain). A quick link can also be found in your control panel.

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

Aplus.Net Customer Talkback

Minimum wage increase finally passes Congress



It's official: [Congress has passed, and President Bush has signed into law, the first federal minimum wage increase in a decade.](#) Over the next two years, the minimum wage will be phased from \$5.15 per hour to its new amount of \$7.25.

As reported here earlier, Congress originally approved the bill months ago, but had to wait for it to be officially signed into law. The delay is because the wage increase had been lumped together with the new spending bill for the Iraqi war funding bill, a controversial piece of legislation that Democrats and Republicans have been sparring about throughout the winter and spring.

What do you think? Do you expect the new minimum wage to affect your business? We'd love to hear your thoughts. Visit the [Aplus.Net Blog](#) today to let us know what you think.

Expert Opinion

Too Much Email?



Most of us have long ago grown accustomed to using email as our primary means of communication. In fact, email has caught on so much in the past decade that, for many people, it's now surpassed phone calls and even person-to-person contact as the preferred means of business communication.

But has it gone too far? This month's Expert Opinion takes a look at why some people are beginning to "just say no" to email messages.

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

Company News Coverage and Awards

Aplus.Net Updates Logo and Corporate Philosophy.

Last month, Aplus.Net's corporate motto officially became "Everything For Your Business Online."

"We felt that the company's previous slogan, 'Everything for your online business,' inadequately represented our mission statement," said Gabriel Murphy, Aplus.Net's President and CEO. "It suggested that our services are helpful only to those companies that already have an online presence. In reality, though, our purpose, our resources, and our capabilities go far beyond that: We provide the tools that every company needs to succeed in the Twenty-First Century."

"We're here to help small businesses succeed online, period," added Ryan Elledge, Aplus.Net's Chief Operations Officer. "You could be a fledgling start-up with no web presence, or a 10-year-old business with a fully developed eCommerce site. Either way, Aplus.Net can provide what's needed to take your company to the next level. And we feel that this change to our slogan is a better reflection of our capability to do just that. It may seem like a minor change, but those two words make all the difference."

This news has been reported by a wide variety of web hosting outlets, including:

- [Web Host Industry Review \(WHIR\)](#)
- [TopHosts](#)
- [Web Host Directory](#)

- [HostingTech.com](#)
- [The Hosting News](#)

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

Small Business Center

Getting the Most Out of Your Website Part 3: Driving Traffic



So you've got that perfect domain name. You've spent lots of time making your site look its best. You're proud to have created a professional and attractive website.

So ... now what?

Any successful business owner, whether retail or online, knows that it's never enough to sit back and expect customers to walk through your door. You have to find ways to get them interested in what you're selling.

Which leads to the obvious question: How?

Good news: If you're an Aplus.Net customer, you automatically have access to some of the most powerful traffic-driving tools the industry has to offer. Many free do-it-yourself tools are included with our hosting plans, and we also offer some powerful upgrades designed to get your site placed on today's leading search engines.

Let's run down some of the Aplus.Net tools you may want to consider.

Search Engine Booster

As you probably know, if you're looking for customers, your focus should be on search engines. They are the most vital source of Internet traffic, and they give you the advantage of targeting shoppers who are already seeking out the kinds of products and services that you're selling.

The Search Engine Booster analyzes your site and makes suggestions for achieving better search result placement, while manually submitting your site to all the major search engines—Google, Yahoo, MSN, etc. Needless to say, exposure on these search engines is a necessity if you want people to find your site.

The Search Engine Booster also monitors your search engine position and recommends further improvements. Search engines rules constantly change. Luckily, our engineers are always on top of the latest search engine news. As soon as search engines introduce new rules, we'll re-evaluate your site and recommend improvements.

In short, it's a necessity for any serious online business. [Click here for details and pricing.](#)

eTraffic

For a low monthly price, Aplus.Net will manage a Pay-Per-Click program for your website, getting your site visitors from major search engines such as Google and AOL. Unlike the Search Engine Booster, which promotes your site in "natural" search engine listings, our eTraffic service runs paid ads on the major search engines.

We can also customize your Pay-Per-Click campaign to target certain geographic areas. Only want to advertise in your home town? No problem! Likewise, we can reach out to other states as needed. For example, if you're in the real estate business, prospects in South Dakota may not respond to the same marketing points as those in New York City.

Best of all, the traffic is guaranteed. We'll get the traffic to your website... it's up to you to make the sale! We will run your ads for you until you receive the traffic with no extra cost to you. Click

Looking to start out small? Then take advantage of Aplus.Net's many free do-it-yourself traffic-driving tools that come complete with our shared hosting plans. Choose from [PPC Coupons](#), [Search Engine](#)

[Submission Tool](#), [Search Engine Saturation Tool](#), [Search Engine Ranking Tool](#), and many others. We'll offer more details on these tools next month.

You've got the website. Now get the traffic. Call an Aplus.Net sales professional 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!