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Domain Name Renewal Alert

If you are approached by telephone, fax, e-mail or by post by any other organisation informing you that your domain name is about to expire and should be renewed, please exercise caution.

Net Energy Internet currently only issues domain name renewal notices by post. If you have received a notice from any other company with regards to your domain name renewal, please bring it to our immediate attention by e-mailing accounts@netenergy.net.

If you do not renew your domain name on or by the renewal date, you run the risk that it will not be renewed at the registry and may be registered by another company.

My Name
Your Name
IS WAS
My Name
Your Name

To check the renewal date of your domain name, please e-mail accounts@netenergy.net.

Windows 2000 Hosting Live!

Just a quick reminder to everyone that our new Windows 2000 hosting services are now live!

If you would like to transfer your existing Web site on to a Windows 2000 hosting plan before Christmas, please e-mail sales@netenergy.net on, or by, the 20th of December. A one-time transfer charge of £20 plus VAT will apply per Web site.

Why Choose Windows 2000?

If you are unsure whether you would benefit from having your Web site hosted on Windows 2000, check out just some of the new services in the list below to see if you can afford to miss out!

Shared SSL Services: A step up from no security, a step down from your own SSL certificate, used to display the 'gold padlock'.

Private Data Folder: Store your company database in a non-downloadable folder and control all access to your data.

Custom Error Pages: Upload personalised error messages, including HTTP 404.

Updating Whois Details

If you would like to check the contact information listed at the domain name registry for your domain name, simply e-mail support@netenergy.net with the domain name you would like to check.

We will check the Whois details and e-mail you with both the current contact information and the next renewal date for your records.

If you know that the contact or address listed for your domain name is out of date and you would like to make changes to the Whois details, please e-mail support@netenergy.net with both your domain name and any changes that you would like to make.



Christmas Opening Times

Between 1pm on Christmas Eve and 9am on January the 2nd, we will be closing our offices for the Christmas break.

E-mail technical support will be available throughout the Christmas period.

Welcome to the Christmas issue of *Energise*, packed with tools and tips to help make the most of your Internet services.

With a quick reminder that our new Windows 2000 hosting packages are now available, we are delighted to announce that all of the customers who asked to migrate to Windows 2000 from NT during November have been successfully transferred to Windows 2000 hosting plans.

If you haven't requested your transfer to Windows 2000 and would like to migrate your site, simply e-mail sales@netenergy.net.

In this issue, we take a look at some of the different domain name services and how they can be added on to your existing domain names and e-mail accounts.

As always, we welcome feedback and any queries or comments that you may have. Please e-mail feedback@netenergy.net.

We would also like to take this seasonal opportunity to thank every customer for choosing Net Energy Internet to manage their Internet services.

Have a Merry Christmas!

Net Energy Internet Ltd.

Domain Name Services: Web Forwarding

Once you have chosen and registered your domain name, it doesn't have to just sit there until the renewal date.

Most companies that register their company name in one or more of the available domain name types use that domain name as their Web site address.

Other domain names registered for brand or product protection can be overlooked as sources of valuable Web site traffic.

Simply by setting up a Web forward, *free with every domain name registered through*

Net Energy Internet, and pointing it to your company Web site may bring additional visitors to your Web site.

Having multiple names directed at your Web site can also increase your site popularity in the search engines.

Another popular way to bring extra visitors to a Web site is to choose deliberate misspellings of your company name to guide any visitors accidentally misspelling the name, on to your site.

This is popular with traffic thieves who

register names deliberately to steal traffic from genuine sites. For example, the name *amazon.co.uk* was registered and 'requested' to be forwarded to *www.amazon.co.uk*.

With every Web forward, we include the opportunity to add the meta tags 'keywords' and 'description'. If you would like to set up meta tags, or forward a domain name to your Web site, please e-mail support@netenergy.net.

E-Mail Forwarding

With every domain name registered or transferred to Net Energy Internet, we also include an e-mail forwarding account with unlimited e-mail addresses.

If you're on the move or aren't familiar with setting up POP3 e-mail accounts, this can be a great way to stay in touch, even when you're out of the country.

The majority of e-mail forwarding accounts are set up to forward all incoming e-mail to the e-mail address that comes free with most dial-up accounts.

When a message is sent to an address at your domain name, it is then automatically

re-routed to your free e-mail address. This often means that you won't need to change settings on your computer!

If you are on the move, or don't have a laptop, you can also forward e-mail to a Web-based e-mail account such as Hotmail or Yahoo that you can pick up from a cybercafe or at a friend's house without putting your account details on their computer.



With new mobile phone technology you can also forward e-mail addressed to your domain name to your handset, making it even easier to keep in touch.

And it doesn't stop there. With your e-mail forwarding account, you can set up almost any combination you choose.

So, if you want one address to forward to your mobile, another to forward to your laptop and the rest to arrive on your work PC via POP 3, it can be done.

The e-mail forwarding included with domain name registrations includes one forward, e.g. *@ or a named address. Additional forwards can be purchased at £10 each plus VAT p/a.

December Tech Terms: G - H

Gateway

The term gateway is mostly applied to hardware and/or software used to bridge the gap between two or more otherwise incompatible applications or networks. Other uses of the term include 'Common Gateway Interface' used in CGI scripts and in CGI-BIN, or alternatively in the term 'Gateway Page'; a Web page used as a 'front door' to a Web site.

Googlewhacking

If you have ever searched for a transpolar giraffe or for a truthful hobblebush on the Google search engine (www.google.co.uk) you may have inadvertently played the game 'Googlewhacking'. To play, simply type any two words into the search engine - if your search returns just one match, you are a winner!

HTTP

HTTP is the standard protocol used to exchange information on the Internet. In essence, HTTP, or the Hyper Text Transfer Protocol, is what's used to make a hyperlink go to the right Web page on the Internet. The information is sent and retrieved without any additional input from the user or Web site visitor.

Hit/Hits

A hit is a single request from a Web browser to deliver a single file from a Web server. When loading a Web page, it is worth noting that one hit will be counted for every element or image on the page as well as one extra hit for the page itself. To get a more accurate visitor count, Page Views or User Sessions can be used.

Spotting a Domain Name Scam

Recently, there have been a number of new organisations playing the old game of offering thin air in return for large amounts of money.

Although the offers and the sales-talk seem on the surface to be genuine, it is worth keeping an open mind before making any decision to purchase from a new company.

Any cold-call, fax or e-mail that you receive telling you that their organisation has been contacted to register *your* company name, and that they want to give you first refusal should be treated with instant scepticism.

Any call putting pressure on you to make a decision, especially now that many of the 'golden' names have been registered is likely to have dubious origins. Likewise, companies who are unwilling to give an e-mail or Web site address or phone number should be avoided.