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July 2003

Free Upgrade to new "Domain Protect" Service

In response to news of an increase in the number of 'domainjack' attempts, we have enabled a new service from Network Solutions called Domain Protect, on all customer gTLD (.com, .net, .org, .biz and .info) domain names.

"Domainjacking" usually occurs when an unauthorised party tries to change the ownership or transfer domain name.

The new Domain Protect service ensures that requests to transfer domain names are automatically rejected.

This service has been enabled on all gTLD domain names where we are listed as the technical and billing contacts for no additional charge.



Domain Protect is a new service available to owners of gTLD domain names: .com, .net, .org, .biz and .info. For more information, please contact support@netenergy.net.

Live Help

Following the launch of our new Web site at www.netenergy.net, we are pleased to announce a new Live Help service located under our logo in the top left corner of our Web site.

Net Energy Internet staff will regularly be available on the live help system to answer any questions from both existing and prospective customers alike.

We hope that the introduction of the live help service will re-enforce our strong commitment to giving the very best in service and support to all of our customers - we look forward to talking with you!

Are you EU Ready?

Have you considered purchasing a eu.com domain name ready for when Britain relinquishes the pound? Using the domain name extension eu.com from CentralNIC, there is an untapped pool of eu.com domain names available for registration. Check the availability of **eu.com** domains at www.netenergy.net.

ASP.NET 1.1

We are also pleased to announce support for Microsoft ASP.NET v1.1 now included with all of our Windows 2000 hosting plans for no additional charge.

If you would like to transfer your Web site to Windows 2000 hosting please contact sales@netenergy.net. A *one-time transfer fee of £20 plus VAT will apply.*

Search Engine Reports

From the 1st of July, all customers who currently have search engine submission packages will receive a complimentary upgrade to their search engine package.

Following each submission, an e-mail will be sent to the e-mail address of the account holder with the full report for the latest submission.

If you would like to set up a search engine submission package for your Web site, please visit www.netenergy.net and select "Search Engine Submission" from the "Services" menu.

Welcome to July's issue of Energise where this month we're now able to let you know about a range of improvements and new features to our Internet services.

We are also asking for brief feedback on our newsletter to ensure that we meet and continue to meet the expectations of our customers.

To respond to the short survey below, please send your answers in an e-mail to us at:

feedback@netenergy.net

Best Wishes,

Net Energy Internet Ltd.

:: Customer Survey ::

Since the first issue of volume one, Energise has been delivered by post to every customer, every month.

We are looking to move Energise to a new e-mail based newsletter and would be interested in customer feedback on the format.

To have your say about the future format of Energise, please let us know which method you would prefer:

1. Plain text e-mail
2. HTML e-mail
3. Keep sending by post

Please send your answers to feedback@netenergy.net

Special Feature: Domain Name Registrations

How to choose the right domain name for yourself or your business

By now you probably know that domain names are used as human readable locations for places on the Internet, can be used in Web addresses and e-mail addresses and consist of two parts; the name and the extension...

So with the basics aside, how did you choose your domain name and what do you currently do with it?

Keyword Domain Names

In the majority of cases, a domain name is chosen based on keywords, usually a combination of a surname or a company name, sometimes with the geographical location added or hyphenated if a 'first choice' name has already been registered.

An example might be 'NetEnergy-NewtonAbbot.com' or 'SmithsOfLondon.co.uk'.

At the extreme, it is possible to use a long string of keywords to form a domain name, such as 'JoesCarGarageMaintenanceRepairs.com' or to use up to the maximum 63 characters, you could try something like: 'KingsHotelSurreyBedBreakfastFive-StarFreeOvernightParking.co.uk'!

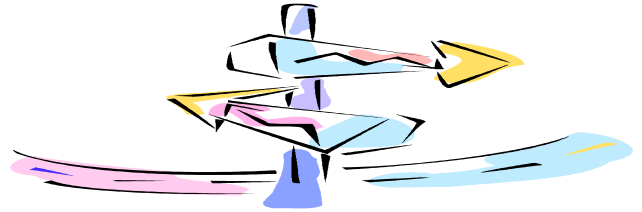


The Radio Test

An often neglected test to determine the suitability of a new domain name is how it will sound when spoken out loud.

For example, a domain name with a hyphen may be easier to read in print, but often loses its punch when spoken on the telephone or in a radio advert.

Another combination to be wary of is using numbers or phonetics, e.g. 'domains4u.com' - people may be wondering if you mean 'for', 'four' or the number '4'.



Think laterally when choosing a new domain name, would a catchy name for a promotion work?

Some companies register a slogan or a time limited offer - whilst 'FreeServiceWithMOTatJoesDuringSeptember2003.co.uk' might be a bit long, is there an area in your business that could use a new name?

Country Code Domain Names

Do you own a .co.uk domain name? It's an ideal choice if you live, or your company is based, in the UK. Try a .com or .gb.com registration if the .co.uk has been registered. The .co in .co.uk and .com can be read as an abbreviation for 'company'.

Dial-Up Independent Domain Names

Did you know that it's possible to have a domain name with us that can be used to send and receive e-mail, but that it doesn't rely on you using a particular Internet access or dial-up provider?

If you fancy a change (and have a POP3 account) simply install a new dial-up CD from a high street store or magazine. There's no need to change any e-mail settings on your computer!

Check a New Domain

(Our plug!) If any of the items in this article have made you think about registering a new domain name, simply hop online to **www.netenergy.net** to use our new search and registration tools!

July Tech Terms W - X

 *Tech Tip: Check the availability (and Whois details) for domain names at www.netenergy.net*

Webify

The term 'webify' can be used to describe the process involved when something is taken from an offline format, for example, a brochure, an order form, a picture, a sound clip - anything that exists offline. The 'webification' process takes the offline media and makes it available online.

Whois

'Whois' usually makes more sense when spoken than read. Pronounced 'who - is' this term describes the tool available on many Web sites that can be used to find 'who is' the owner of a domain name. Information found on a Whois search would generally include the owner, address and contact details.

XML

XML is an acronym for eXtensible Markup Language, which is a simple yet flexible text format derived from SGML and developed by the W3C. XML was originally designed to meet the challenges of large-scale electronic publishing and plays an important part in the exchange of data on the Web.

XModem

XModem is a protocol developed by Ward Christensen in 1997 to be used when transferring files during direct dial-up communications. The XModem protocol sends data in 128 byte blocks and has basic error checking which is used to ensure that information isn't lost or corrupted during transfer.