

▶ **Can Your Customers Find You?
Claim Your Free £30 Google Adwords Online
Advertising Voucher!**

Unless you're selling the world's most wanted item, or you have the latest news on a particular person or event, it's possible your website isn't being seen by as many people as you would like.

You may be competing for visitors with hundreds, if not hundreds of thousands, of other websites, locally and worldwide.

You may already be advertising online. But if you're not, you can take advantage of the great offer from Google who are offering £30 of free Adwords money to spend promoting your website!



Google Adwords is the service behind the advertising banners and links on the Google search engine and content websites.

It's easy to use and a powerful business tool that can help promote your website and monitor the success of your advertising campaign.



To claim your Google Adwords voucher, click on the link below and follow the six steps to attract new customers to your website.

www.google.co.uk/adwords-freetest

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- ▶ Are You Net Savvy?
- ▶ 6 Million UK Domains
- ▶ Try Us Out!

▶ **How Internet Savvy Are You? Find Out With The McAfee SiteAdvisor Phishing Quiz!**

Whether handing over personal contact information, credit card numbers or even Internet banking details, as we trust the Internet more and more it's crucial to be aware that things aren't always as genuine as they seem.

The term Phishing is used to describe methods of obtaining information whilst pretending to be someone or something else.

Phishing is derived from the concept of real fishing, however the bait is electronic, usually in the form of an e-mail or web page.

Successful phishing tricks victims into giving out their information, whilst believing they are giving their details to the genuine organisation the phisher is pretending to be.

Popular targets for phishers are banks and places where financial details are used. Most high street banks have been targeted along with online entities such as PayPal and Ebay.

The phisher will try to imitate the genuine organisation in order to use the trust and reputation of that company to ask for your details.



Some phishing attempts are better than others and security experts McAfee have published an online quiz highlighting the obvious and not so obvious signs to watch out for.

Over 120,000 people have taken McAfee's ten question challenge and received their online safety grade.

Try out the quiz and see if you would have been caught out by an online phishing scam.

www.siteadvisor.com/quizzes/phishing_0707/

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▶ **UK Registry Nominet Hit Six Million Domain Names!**

In just over a year since reaching five million UK domain names, Nominet (the UK registry responsible for all domain names ending in .uk) has just announced reaching the huge milestone of six million UK domain names!

The six millionth domain name was klassikbuilders.co.uk, registered by Tony Hunt, a tradesman from Merseyside.

Nominet state that "[the continued increase in .co.uk registrations indicates that British Internet users recognise the value of having a .co.uk address.](#)"

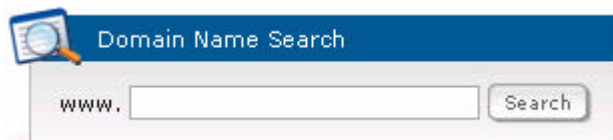
This is backed by a recent survey of 2,324 Internet users, carried out by YouGov which demonstrated that users were six times more likely to choose a .uk rather than .com address when looking for information via an Internet search engine.

Tony Hunt, registrant of klassikbuilders.co.uk, is quoted on Nominet's website saying, "[I found that not having a web site was restricting the growth of my business. These days people go straight to the Internet to find information - even if they are just looking for a local builder.](#)"

He adds, "[I plan to use the web site as a shop window to let people know what services are available and how they can contact me. I felt that by choosing a .co.uk address, people would be more likely to visit my web site.](#)"

This trend is reflected across Net Energy Internet customers as well. Many people who have purchased .com domain names also have the .co.uk and vice versa.

Use the free search tools on our website to find the perfect domain name.



The image shows a screenshot of a web search interface. At the top left is a magnifying glass icon. To its right is a blue header bar with the text "Domain Name Search". Below this is a search input field with the text "www." followed by a blank space. To the right of the input field is a button labeled "Search".

www.netenergy.net

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▶ **Why Not Try Us Out!**

At Net Energy Internet, we have been providing cost effective, professional and reliable Internet services since 1997.

If you're subscribing to our newsletter but haven't used our services yet - try us out!

We're confident you'll like our services, backed by ten years experience in the hosting industry and our own solid infrastructure and technology.

To find out more about Net Energy Internet and the services we offer, please visit www.netenergy.net.

Go on, try us out!

Thank You For Choosing Net Energy Internet

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