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## March 2003

### Secure Your Online Presence

At Net Energy Internet, we are delighted to announce our new partnership with GeoTrust who, like Thawte, offer industry leading secure certificate services to display the gold padlock and protect data entered into an online form.

GeoTrust currently provide security services to more than 40,000 customers in 80 countries worldwide, including many Fortune 1000 companies throughout every industry.

If you would like more information about GeoTrust certificates or to purchase a QuickSSL Premium certificate (£99 p/a plus VAT) for your Web site, please contact sales@netenergy.net.

For more information about GeoTrust and their Web security services, please visit [www.geotrust.com](http://www.geotrust.com).



\* Price excludes VAT



### UK Internet Registry

On the 24<sup>th</sup> of February, Nominet issued an official notice following complaints about the sales tactics of a company by the name of UK Internet Registry Ltd.

Presented in an official-looking pink and red document, UK Internet Registry Ltd. claim to be able to secure the .com version of your .co.uk domain name, with Web and e-mail forwarding for up to £179.00.

However, Nominet have clarified that UK Internet Registry Ltd. is neither a Nominet member or a Nominet Tag (IPS-Tag) holder and that the company is not registered at Companies House as a limited company and may actually be based in Australia.

By contrast, a .com domain name, including Web and e-mail forwarding purchased through Net Energy Internet would cost just £39.95 (plus VAT) for two years.

If you have received documents from UK Internet Registry and would like to assist Nominet in their investigation, please visit the link below for more information:

<http://www.nic.uk/News/NewsStories/StatementOnUKInternetRegistryLtd.html>

### Secure Certificate Renewals

Whilst introducing our new secure SSL certificate services, we would like to remind customers that in order to renew a current secure certificate, we recommend allowing a minimum of seven days before the renewal date to collect and send paperwork for the renewal.

### Get Windows 2000 Hosting!

To transfer an existing Web site to Windows 2000 hosting for just £20 plus VAT and take advantage of ASP.NET, Microsoft FrontPage 2002 Extensions and much more, simply e-mail sales@netenergy.net.

### Reduce Spam in Your Inbox

Following up January's issue of Energise, we would like to remind customers about our tip to reduce the ever-growing number of junk e-mail messages.

For no additional charge, you are able to send any number of specified addresses to be added to any POP3 or forwarding account to replace the \*@yourname.com address to support@netenergy.net.

*Following up on our tips for spotting a bogus domain name renewal in last month's issue of Energise, we would like to draw the attention of all owners of UK domain names to the notice below issued by Nominet on the 24th of February with regards to UK Internet Registry Ltd.*

*If you have received a document from UK Internet Registry Ltd, or are concerned about any domain names they mention, please contact us for advice by e-mailing sales@netenergy.net.*

*This month, we are also pleased to announce the introduction of a new SSL secure certificate service through our new partnership with GeoTrust.*

*Overleaf, we walk through the life cycle of a domain name and include tips that can be applied to ensure that you receive and act on your domain name renewal notices.*

*If you would like more information on any item mentioned in this month's issue, please e-mail sales@netenergy.net.*

*To read previous issues, please visit our archive at [www.netenergy.net/about/newsletter/](http://www.netenergy.net/about/newsletter/)*

*Have a great month!*

*Net Energy Internet Ltd.*

## Has Someone Got Their Eye On Your Name?

### Who wants yourname.co.uk?

A domain name is your Internet presence and, like a shop window, your domain name is your address, such as your company name, a place where people can find you.

It can be found in Web addresses, after the www. in e-mail addresses, after the @ sign and also used to gain search engine listings so that people can look you up by the keywords of the products you sell.

However, if you have a common or sought-after domain name, your domain name may be of interest to a speculator using tools such as SnapNames ([www.snapnames.com](http://www.snapnames.com)) that can be used to reserve yourname.co.uk for them in the event that you do not renew it.

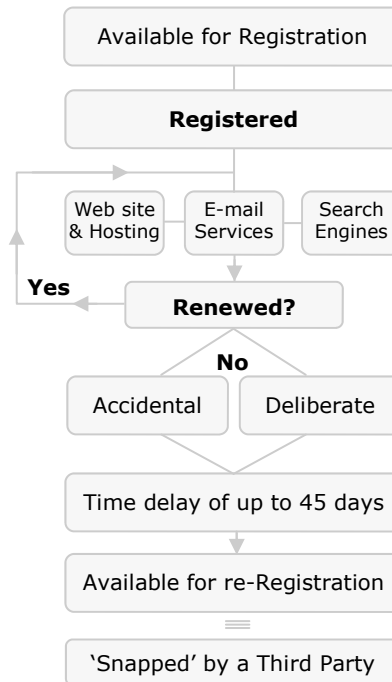
### Domain name speculation

Your domain name is already valuable to you and/or your organisation, however it may also hold a hidden value to a domain name speculator.

Not to be confused with cybersquatters - whose intention is to register then sell on domain names to likely buyers - a domain name speculator is interested in acquiring trafficked domain names for their own profit, at your expense.

Tools such as Alexa are used to spot roughly how busy your site is, coupled with a quick check on which search engines your domain name appears on, (a bonus if you have a £199 Yahoo listing) and the domain name speculator decides whether to 'back-order' your name to use your traffic to promote their Web site.

### The Domain Name Cycle



### Essential Tips

1. Know the renewal dates for all of your domain names.
2. Ensure that your postal and e-mail addresses are current.
3. Ensure that the registry fees are paid on, or before, the renewal date.
4. Check the renewal has been carried out using the Whois.
5. Do not ignore the renewal of your domain name!

### How to lose a domain name

The loss of a domain name comes down to two main categories; the accidental loss and deliberate loss, often through some of the reasons below:

#### Accidental Loss

- Staff leaving or on holiday
- Unaware that the name renews
- Contact information out-of-date
- Lost or ignored renewal invoice

#### Deliberate Loss

- Project ended e.g. xyz2002.com
- Merger or company liquidation
- Maliciously by (ex)staff member

### If you do not renew a name

In the event that your domain name is not renewed by the renewal date, it will be suspended by the registry.

Your Web and e-mail services will stop working and even if you pay the renewal fee it will still take up to 3 days to come back online.

Most registries allow a grace period of up to 45 days before making your domain name available for purchase, however once it has returned to the available pool, it is no longer 'your' domain name and anyone worldwide can register it.

If you want to continue using the name, you must now re-register it, providing it is still available...

## March Tech Terms N - O



Tech Tip: Check the availability of .net and .org domain names at [www.netenergy.net](http://www.netenergy.net)

### .net

Not to be confused with .NET, .net is a domain name extension that can be used as a suffix on a domain name registration, e.g. netenergy.net. At first, .net domain names were reserved solely for network providers and ISPs however, like .org, are now available for any company or entity to register.

### .NET

.NET is a set of Microsoft software technologies that can be used to connect information, people, systems and devices. Microsoft .NET consists of the .NET Framework, developer tools, a set of servers including Windows 2000 and client software such as Windows XP, CE and Office.

### ODBC

Open Database Connectivity (ODBC) is an open standard application programming interface or API for accessing a database. Created by the SQL Access Group and released in 1992, it is possible to access different database formats using ODBC code statements.

### .org

The domain name extension .org was created in 1984 and intended to be used only by 'org'ansisations and not-for-profit entities. Due to overheads needed to enforce this policy, .org domain names were made available to anyone. Today, there are over 2.3 million in use.