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# CentralNIC

*It isn't often that we over promise, but this is one of those times.*

*If you were waiting to upgrade to one of our new Windows 2000 hosting plans, or make use of the new Microsoft FrontPage 2002 Extensions, don't panic, they are still on their way.*

*However, due major product restructuring and some exiting new developments, we have had to delay the launch of our new Windows 2000 hosting packages until Monday the 3<sup>rd</sup> of June, at which time they will be available for purchase.*

*If you would like to upgrade your existing Web hosting account, there will be a one-time upgrade charge of £19.95\* to transfer your Web site from it's existing NT4 server on to one of the new Windows 2000 servers.*

*More details about the new hosting plans as well as secure online ordering on our Web site will become available from the 3<sup>rd</sup> of June.*

*Have a great month!*

*Net Energy Internet Ltd.*

## On the Web:

### ? Search Engine Bonanza!

Did you know that one of the easiest ways to get your Web site listed in multiple search engines worldwide is to use one of our search engine submission packages?

At just £19.95\* for a bronze (one month) submission can you afford to miss out? For more information and [secure online ordering](http://www.netenergy.net/services/searchengine.asp) please visit <http://www.netenergy.net/services/searchengine.asp> for details.

### ? Live Statistics Reporting

Do you know how many people have visited your Web site this month, where they came from, which pages they saw and for how long?

With the statistics included in your hosting plan, you can answer these and many more questions by logging in at <http://statistics.netenergy.net/>

## Customer Feedback...

*"Now that \*IS\* customer service and it makes me glad that I chose your company over EasyNet, HostingUK and Netcetera! These are the other Microsoft high profile ISPs in the UK ...Your customer service seems to be SO much better than other hosting companies. I will continue to recommend you to my friends and colleagues!"*

Brian Leeming - Kalarmax Ltd.

What do you think of our services? Let us know at [feedback@netenergy.net](mailto:feedback@netenergy.net)

## Domain Name News!

Net Energy Internet has partnered with alternative domain name registrar CentralNIC to be able to accept requests for five more domain name extensions.

*uk.com uk.net gb.com gb.net eu.com*

So, if your preferred domain name has been swiped in the familiar .com and .co.uk domain name extensions, or even if you are interested in protecting your brand by securing your name in multiple domain name extensions, a CentralNIC domain name could be just the trick.

Originally founded in 1995 as NomiNation, CentralNIC (established in April 2000) is a domain name registry, similar to Network Solutions and Nominet, who offer the registration of second level domain names. Having registered a number of top level domain names (TLDs) e.g. uk.com, CentralNIC are able to register second level domain names such as yourname.uk.com or yourcompany.gb.net.

Unlike some domain name extensions, there are no eligibility restrictions for ownership and any number may be registered for both businesses and individuals alike.

In fact, a growing number of companies are registering CentralNIC domain names to expand their domain name portfolios and include the new concept of 'key word' domain names, i.e. registering a series of words about your company or product to enhance your search engine listing.

An example of a key word domain a Web design agency may choose to register might be along the lines of web-site-design-companyname-location.gb.com, whereas a more suitable combination for a retail shop would perhaps include words relating to the items sold in their store.

If you would like to know if your name is still available as a CentralNIC domain name, please call 0800 0688634 for a real-time search with one of our sales advisors. We will check any number of names with you and help you to find the best combination for your company or Web site.

### Customer Update:

From the 3<sup>rd</sup> of June, we will be introducing a number of new features including a revised pricing schedule, the delayed Windows 2000 hosting plans, support for Microsoft FrontPage 2002, ASP3, ASP.NET, LiveStats v6.2 and much more...



Full details available in June's issue.

## Get more from your Web site...

Use LiveStats to build on your strengths and iron out the weaknesses in your Web site.

Track bottlenecks, dead-links, and other bugs that you aren't aware of but that are daily deterring your visitors from exploring further into your Web site.

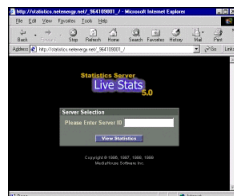
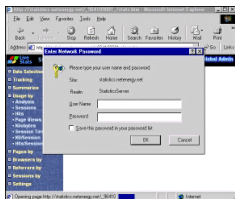
See at a glance which page is the most popular, how people are finding your Web site and which search engine keyword works best for your site.

Make your marketing count. Use different URLs for different promotions and track their progress through your site statistics.

### "Where can I find my statistics information?"

Check back to your technical information sheet. The **Location** e.g. [http://statistics.yourname.co.uk/\\*](http://statistics.yourname.co.uk/*) can be used in your Web browser to load your Web site statistics.

You'll be met with a black login screen asking for your **Server ID**. Type the ID into the box and click "View Statistics"



A second window will appear asking for a **Username** and **Password** which can also be found on your technical information sheet. Click "OK" to start analysing your Web site statistics.

The toolbar on the left hand side contains the options that you can select to investigate your site's demographics and progress during the last twelve months.

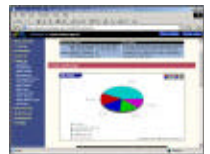
When using the "Date Selection" menu, choose your date(s) or range and click "Update Report" to refresh the information in the right hand window. Then scroll through the reports, find and fix any issues with design and layout, track your promotions and key pages to understand how your Web site is used by your customers and visitors alike.

## Don't just tell them!

Instead of quoting any old figures to the MD, **show** them what's really happening on your company Web site using easy-to-create eye-catching bar charts, pie charts and tables.

Whether they're asking for yesterday's figures or details showing the progress over the last twelve months, LiveStats will provide almost more details than you'll have time to demonstrate.

Log into your Web site statistics online at [http://statistics.yourname.co.uk/\\*](http://statistics.yourname.co.uk/*)



## Technology Terms

### Dead Links

*Dead Link is the term used to describe a hyperlink on a Web page that when clicked on, does not display the page it advertised. Usually due to the page moving to a new location or removed altogether. When a Dead Link is clicked on, the 404 Error page is displayed.*

### Demographics

*Used to generate statistics based on the age, sex, income, marital status, profession, location etc of the people using a particular product or Web site. The statistics are used in marketing strategies to target people sharing the same characteristics and interests.*

## Why LiveStats?

Founded in 1992, DeepMetrix, formerly MediaHouse Software is the company behind LiveStats - the award winning Web site analysis software used by Net Energy Internet since 1999.

LiveStats replaced an early version of WebTrends to deliver consistently reliable and interactive statistics monitoring for all of our customer Web sites.

LiveStats instantly enabled customers to get more information back from their Web site. Information such as who visited, when, what they saw and, useful for development purposes, the order of the pages they viewed.

*What do your statistics say about your Web site?*

Customer Update: LiveStats v6.2 goes live June 2002!

## Questions & Answers from Technical Support

### What is bandwidth usage?

Usually measured in BPS or bits per second, bandwidth is the quantity of data that can travel through an Internet connection. Also known as data transfer or Web site traffic, in a nutshell it's what's used when people access your Web site.

We set bandwidth allocations and monitor the usage to ensure that our network capacity fulfils the ongoing requirements of our customers.

### How can I predict my bandwidth usage?

Although there are various methods that can be used to generate a predicted usage figure, one of the most popular is doubling the **Kilobytes** (see across) used in during the first two weeks of the month and taking it away from the total allocated in your hosting plan.

### Steps to calculate bandwidth usage:

1. Log into <http://statistics.netenergy.net/>
2. Select "**Date Selection**" from the toolbar
3. Click "**Range**" and choose 1 and 14
4. Click "**Update Report**"
5. Select "**Usage By**" then "**Kilobytes**"

Scroll down the right hand window to view the "**Monthly Total**". This figure represents the quantity of bandwidth your Web site has used during the first fourteen days of the month.

*Please note, the figure you generate should not be wholly relied upon and will not take into account any marketing or search engine submissions which may increase your Web site traffic unexpectedly. If the figure you generate would take you over the allocation of your hosting plan, please contact [accounts@netenergy.net](mailto:accounts@netenergy.net). We will check the figures with you and discuss upgrade options if applicable.*



### Free Lunch!

Last month's Free Lunch competition was won by Virginia Griem of NEPCD who correctly answered the logic problems.

The dream house where every window faced north, with a window in each of the four walls was built at the South Pole...

...and the somewhat simple reason why no-one living (note *living*) in the Cornish town of St. Ives can be buried in a graveyard in South-East London is due to the fact that they are alive and not deceased.