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## May 2003

### New Thawte Site Seals

Thawte have introduced three new site seals that can be added to the Thawte secure certificates of all Net Energy Internet customers.

The site seal is displayed in addition to the gold padlock on secure pages to give visitors added confidence that both the Web pages are secure and that they belong to your organisation.

To add a new site seal to your secure certificate, please e-mail the number of the site seal (opposite) that you would like to use to [support@netenergy.net](mailto:support@netenergy.net).

We would also like to remind all Thawte certificate owners that to ensure that certificates continue to operate across the renewal date, we must receive payment and any changes to your contact details a minimum of seven days in advance of the renewal.



To add a new site seal to your Thawte secure certificate, simply e-mail [support@netenergy.net](mailto:support@netenergy.net).

### Beware of Pressure Tactics

Following up on recent Energise articles, we would like to remind all customers to be cautious when approached by any unknown company or individual offering to register or reserve a domain name registration.

Typically, you will receive a cold call from someone advising you that they have been approached by a competitor of yours who is interested in acquiring a domain name with a similar or identical spelling to your own, often under a different extension, e.g. the .com extension if you have the .co.uk.

In some cases, the company will register the domain names if you take them up on their offer, regardless of the third party who has allegedly shown an interest in the name. In other cases, having accepted your payment, the company will vanish off the face of the earth.

If you have received a similar call or would like to check either the availability of a domain name or the authenticity of an offer that has been proposed to you, please contact us for our professional and impartial domain name advice whether you choose to register your domain name with us or not.

### Choose Windows 2000 Hosting

If you haven't yet taken us up on our new Windows 2000 hosting plans, what are you waiting for? Simply contact us by e-mailing [sales@netenergy.net](mailto:sales@netenergy.net) to upgrade your Web site to Windows 2000 for a one-time upgrade fee of £20 plus VAT, and take full advantage of all of the new features and components.

### Track Visitors with LiveStats

If you have a Web site hosted at Net Energy Internet you will have automatic access to LiveStats, one of the most comprehensive real-time statistics analysis tools in the market.

To access your Web site statistics, simply visit <http://statistics.netenergy.net/> with your login details supplied at the time of your account activation and on request by e-mailing [support@netenergy.net](mailto:support@netenergy.net).

### Promote Your Web Site!

Follow our search engine guide overleaf to find out how to maximise your Web site exposure and to gain places in some of the top search engines in the UK.

Welcome to May's issue of Energise, the monthly newsletter from Net Energy Internet.

This month we are pleased to announce the launch of three new certificate site seals for all customers using Thawte secure SSL certificates. To add a new site seal, please e-mail [support@netenergy.net](mailto:support@netenergy.net) with your choice of seal.

We would also like to alert customers to the increase in the number of domain name registration and renewal scams. If you believe that you have been misled into purchasing a domain name or haven't received the services you expected, please contact us for our impartial advice.

Also this month, we cover our four search engine submission packages which can be used to help to boost the online awareness of your Web site.

All of our search engine submission packages now include the ability to pass your Web site information to up to half a million search engines worldwide!

If you would like further information on any item mentioned in this month's issue, please don't hesitate to contact us by e-mailing [sales@netenergy.net](mailto:sales@netenergy.net).

Have a great month!

Net Energy Internet Ltd.

## Search Engine Submission

Search Engine Submission, also known as Search Engine Promotion, is the art of giving a search engine, such as Yahoo, Altavista or Google, details about your Web site for the search engine to then add your Web site into the most suitable category, determined by the content of your site.

When you submit your Web site to a search engine, for example using a page such as Google's Add URL page at: <http://www.google.co.uk/addurl.html> you are able to manually request the search engine to add your Web site.

Repeating this process regularly, for even a small number of the search engines on the Internet however, would quickly become a laborious and time consuming process.

To avoid submitting the same details to each search engine individually, it is possible to use a submission package which will continue to submit your Web site URL to a large number of search engines for as long as you want.

The packages opposite will submit your Web site details once per month for the duration of your search engine submission package to up to half a million search engines worldwide. For example, using a Silver package, we are able to submit your Web site to the search engines once per month for three months.

Once your Web site has been submitted to the search engines, the process to add the Web site begins. Although some search engines will add your site immediately based on the information submitted, other search engines will send out their *spiders* to read through your Web site and assign it to the closest matching category based on the actual content of your Web site.

It is also possible to track the success of your search engine submission package using your Web site statistics, included with every Net Energy Internet hosting plan.

### Three Stages to Add a Web site



**Stage 1** Information about your Web site is submitted to the search engines.

**Stage 2** Some search engines will add your Web site on receipt, others send out spiders to read through your Web site before adding it to their search engine.

**Stage 3** Once the Web site has been added, it will be available to people searching for Web sites in your category.



## Submission Packages

At Net Energy Internet, we currently have four search engine submission packages available for customers. We will submit your Web site details once per month for the number of months included in your package.

**Bronze - Single submission (£19.95)**

**Silver - Three Monthly submissions (£39.95)**

**Gold - Six Monthly submissions (£69.95)**

**Platinum - Twelve Monthly submissions (£99.95)**

Each search engine submission package includes the following features:

- Monthly submission to over 500,000 search engines and directories worldwide\*
- Any new search engines/directories automatically included in your next submission
- The ability to set the title, description, keywords, content type and nationality of your site
- The choice of submission categories for your Web site
- Unlimited changes to your submission details at any time

\* *The exact number of successful submissions depends on the content, country of origin and category of your Web site.*

If you are interested in purchasing a search engine submission package for your Web site, please visit [www.netenergy.net/services/searchengine.asp](http://www.netenergy.net/services/searchengine.asp) for more information and our online order forms.



## May Tech Terms S - T

 *Tech Tip: Help people find you online by submitting your home page to the search engines.*

### Site Map

A site map is a list of hyperlinks on a Web page, usually away from the content of the main Web site, and is used to provide navigational links to pages within the Web site. Some spiders can follow links within a Web site and may add multiple pages to their search engine as a result.

### Spider

The concept of a search engine spider, crawler or robot, grew out of the idea that Internet pages make up the 'the Web', the shortened version of World Wide Web, the www in Web addresses. Hence, an online spider with artificial intelligence would crawl around the Web looking for pages to add to its collection.

### Third Level Domain

A third level domain name is the part that comes before the domain name itself. E.g. in [www.netenergy.net](http://www.netenergy.net), .net is the top level domain or extension, netenergy is the domain name and www is the third level domain or sub-domain. Multiple sub-domains can be added using any alpha-numeric characters.

### Top Level Domain

There are only a handful of global Top level Domains (gTLDs), such as .com, .net, .org, .biz and .info. Two letter domain name extensions, such as Japan's .jp or Britain's .uk are known as country code domain names which are structured by each country's registry to include extensions such as .co.uk.