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October 2002

Beware of the Bugbear...

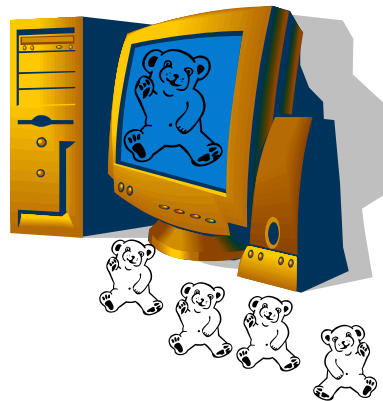
Cute and cuddly this bear is not. Described as **high risk** for both home and corporate users, it is a mass-mailing worm originating in Malaysia.

Discovered at the end of September, Bugbear has spread far and wide, with reports of around 55% of infected computers based in the UK.

Bugbear is reported to be able to replicate and spread by e-mailing itself to contacts in your address book, from your e-mail address.

More worrying is the thought that Bugbear may be able to offer 'backdoor' access to your PC across the Internet. It may try to send large garbled tasks to your printer and may have the means to disable some anti-virus software.

If you have anti-virus software installed, you may need to get the latest patches from your vendor to safeguard your PC from Bugbear.



Bugbear is a computer virus spread by e-mail and across network shares. Without anti-virus software, your PC may be at risk from infection.

Welcome to the second October issue of Energise, a special issue dedicated to the launch of the new version of LiveStats and the free upgrade of all customer statistics.

Overleaf, we look at the benefits of tracking your Web site visitors using LiveStats and look at simple ways that you can monitor the progress of your online and offline campaigns.

At the same time, we are also pleased to be able to offer multi-year domain registrations and renewals through our partnership with alternative domain registrar CentralNic.

To check the availability of a domain name, simply visit www.netenergy.net and use the search tool at the top right.

In line with the domain name theme, we give you an update on Nominet's progress in updating and publicising domain name owner information in the Whois.

And finally, a warning to everyone without anti-virus software as the new computer virus, Bugbear, infects thousands of PCs worldwide...

If you would like more information on any item mentioned in this month's Energise, simply e-mail feedback@netenergy.net.

Best Wishes,

Net Energy Internet Ltd.

Changes to the Nominet Whois

From October the 1st, Nominet will be implementing the first phase of populating the publicly available Whois data for .uk domain names that have been identified as business registrations using criteria listed at <http://www.nominet.org.uk/ref/whois.html>.

The new Whois, similar to the information available at Verisign for US domain names, will include the following fields:

- Domain name
- Registrant
- Registrant's Address*
- Registrant's Agent*
- Agent Tag (NETENERGY)
- Registration and last updated dates
- Name server information

* New fields

From the 1st of December, the second phase will be implemented to include data for domain names registered or renewed after the 1st of December 2002 with the aim to list details for all domain names (*excluding data for owners of personal registrations who have opted out*) by the 1st of December 2004.

2, 4, 6, 8 from CentralNic

Also from the 1st of October, we will be able to accept registrations and renewals for all CentralNic domain names in two year periods, up to a maximum of eight years.

For more information, or to register a domain name in any of the CentralNic extensions (uk.net, uk.com, gb.net, gb.com and eu.com) for up to 8 years, simply e-mail sales@netenergy.net.

DeepMetric LiveStats v6.2

We are delighted to announce the free upgrade of all customer statistics to LiveStats v6.2. From the 15th of October, customers will be able to log in to the new version of LiveStats at <http://statistics.netenergy.net/>.

With a completely new look, LiveStats v6.2 is even easier to get to grips with, and if you don't like the default layout, you can even change it yourself!

Overleaf, we walk through the new version to help you get the most out of your Web site statistics.



New Web site Statistics!

From the 15th of October, when you log into your Web site statistics, you will have access to **LiveStats v6.2** - the new version of the real-time statistics analysis software from DeepMetrix.

If you check your statistics on a regular basis, you will already be familiar with the different reports available to effectively monitor your Web site traffic.

What you won't be familiar with however, is the new-look interface bringing all of the features together in one easy-to-use

fly-out menu that lets you change almost instantly between reports and view live information about the visitors on your Web site.

New tabs for day, week and month make light work of viewing historical data from different periods, no matter which report type you choose.

To access your Web site statistics, simply visit <http://statistics.netenergy.net/> and log in using your unique Server ID, username and password.

The top 5 questions your statistics can help answer:

- How many people visit your Web site each week?
- Where have they come from? - Including search engine referrals/keywords.
- Which are the most/least visited pages?
- Are there any broken or dead links to fix?
- How successful are your marketing campaigns?

Tech Terms: C - D



Cookies

Former Netscape programmer, Lou Montulli is credited with inventing the cookie - a small file sent from the Web server to the computer of a Web site visitor. Cookies can store details about the visitor and prompt the server to display pages based on preferences of a previous visit.

Cipher (pronounced sy-fer)

Originating in Arabic, as *sifr* meaning empty or zero, this term is used to describe methods of encrypting text so that the readability and meaning are obscured by seemingly random characters. Ciphertext is the term used to describe the encrypted text.

Database

A database can be summed up as an organised collection of information about one or more items. It doesn't have to be electronic; a handwritten address book is a still an example of a database, where the names and numbers of people you know can be found using the alphabetical index.

Domain Name

Similar to a car number plate, each domain name is a unique name that can contain letters, numbers and hyphens. Domain names can be used as part of Web and e-mail addresses, e.g. www.netenergy.net - *netenergy.net* is the domain name.

Q&A: Site Promotion

How can I increase the number of people visiting my site?

The golden rule is not to leave it to chance. The saying "if we build it they will come" doesn't often come true for new Web sites.

You are probably already using several marketing tools for your Web site offline, through pens, flyers, t-shirts, letterheads and business cards, but what about advertising online?

And, it doesn't have to cost the earth. Check out some of the ways you can get more 'eyeballs' to your site in our search engine issue (issue 4 of volume 1) online at www.netenergy.net/about/newsletter.

If you are interested in using one of our search engine packages to promote your site, please visit www.netenergy.net/services/searchengine.asp for details.

Can I use my statistics to track my online marketing?

Yes - In the same way that you would track the success of an offline promotion, using specific product names or marketing codes, you can easily transfer the same concept on to your Web site.

Simply use different names for Web pages advertised in different places, e.g. www.your-site.co.uk/ad1.htm to follow the progress of one campaign and, for example, www.your-site.co.uk/ad2.htm to follow the progress of a second campaign.

By using one address for each campaign, you can see at a glance under the 'referrers by' report which Web page has brought more visitors to your Web site and using the 'site path' feature, track which address has brought the most viewers and/or sales.

Key Benefits of LiveStats v6.2

Continuing support for all of the great features included in version 5, the new version of LiveStats will help you find out even more about your site visitors and their activities on your Web site.

As well as the following new features, LiveStats v6.2 introduces a **new user interface** with even easier access to your favourite features, and, if you don't like the default display, you can drag and drop elements to put the information you need most at the top!

Using the **real world event calendar**, you can now add events into your Web site calendar, whether something on the news or the start of an online or offline marketing campaign. Using 3D charts and graphs, LiveStats will help you visualise date/traffic relationships as they develop.

LiveStats also offers the geographical representation of your visitors using **interactive maps** to check just how popular your site is per location. Coupled with the **live reporting** feature carried through from version 5, you will be able to log in and see patterns develop while you watch!

Another new feature in version 6.2 is **trend forecasting**; using your existing data to plot possible outcomes based on historic patterns. Trend forecasting will help you gain insights into the performance of specific pages, track an order page to **predict how many sales** you may expect or estimate the success of a campaign based on previous results!

To get started now, simply log in at <http://statistics.netenergy.net/> with your Server ID, username and password to find out how good your site really is!