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NEW JERSEY METRONET, INC. / SHORE ADVANTAGE

# New Jersey MetroNEWS



www.njmetronet.com

## Welcome to YOUR first issue of MetroNEWS!

New Jersey MetroNET is proud to launch our new quarterly newsletter, MetroNEWS!

MetroNEWS will now bring you important things you need to know regarding your website including marketing tips, server and technical information, specials and promotions,

helpful hints, security information, corporate news and more.

MetroNEWS will now have this new forum to be able to more effectively communicate important information to you, as well as update you on the newest developments and help educate you to get the best

possible results from your website.

If you have any suggestions or ideas for future issues, please let us know by e-mailing us at [info@njmetronet.com](mailto:info@njmetronet.com).

Thank you, and we hope you enjoy and make the best of these newsletters!

## Online Activity Grows as More People Use Internet for More Purposes

**Biggest increase over last three years is in those seeking information about products and services**

A new Harris Poll finds that the Internet continues to become more useful and more used. While the total Internet population is rising more slowly than it was in the late 90s, the proportion of those with broadband is rising much faster (Harris Poll of January 14, 2004) and more people are using the Internet for a wider variety of purposes.

Sending or receiving email is still, by a wide margin, the most common online activity. It is followed by research for work or school, looking for news including the weather, gathering information about products or services and looking for information about hobbies or special interest. These

were also the most common online activities three years ago.

### Biggest changes in the last three years

The biggest change over the last three years is that among the (now much larger) online population, the frequency of email use has declined somewhat while those using the Internet for many other purposes have increased.

Given that the number of people who are online has increased over the last three years (from 63% in 2000 to 69% by December 2003), the numbers of people doing all of the activities on the list has increased also. And the per-

centages of those online who are doing most of these activities often have also increased.

### See Survey on Page 2

Several activities which have probably increased since 2000 were not included in the survey three years ago, it is not known how much they have grown. These include the 22% of all adults online who shop online "very often" or "often," pay bills (18%), download music (10%), and search for jobs (10%).

*Humphrey Taylor is the chairman of The Harris Poll®, Harris Interactive.*

Site Design	Web Hosting	Search Engine Optimization
Website Marketing	Domain Management	E-Commerce
Internet Development	Database Integration	Web Education

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### YOUR Online Information

- **Web Control Panel**—[www.yourdomain.com/cgi-bin/plusmail](http://www.yourdomain.com/cgi-bin/plusmail)
- **OnLine E-Mail**—[www.yourdomain.com/webmail](http://www.yourdomain.com/webmail)
- **Site Statistics**—[www.yourdomain.com/wusage](http://www.yourdomain.com/wusage)
- **Account Information** - [www.newjerseymetronet.com/accountonline](http://www.newjerseymetronet.com/accountonline) (Coming Soon!)

## Harris Poll - Internet Activity Comparison

Use "Very Often" or "Often"	Dec. 2003	Dec. 2000	Percentage +/-2000 - 2003
Send or receive email	67%	74%	-7%
Do research for work or school	45%	37%	+8%
Check on news updates	40%	38%	+2%
Gather information about products and services	41%	25%	+16%
Get information about a hobby of special interest	36%	34%	+2%
Surf to explore new and different sites	32%	24%	+8%
Shop online	22%	N/A	N/A
Pay bills	18%	N/A	N/A
Obtain information on local amusements and activities	19%	11%	+8%
Download or play games	18%	13%	+5%
Financial management and investing	15%	14%	+1%
Make travel plans and reservations	15%	11%	+4%
Obtain information about health or diseases	15%	13%	+2%
Find and download software	10%	N/A	N/A
Search for a job	10%	N/A	N/A
Take courses	6%	3%	+3%
Participate in chat groups	5%	6%	-1%
Make phone calls	3%	N/A	N/A

## Squirrel is Mail is here!

Have you ever been away from your computer and needed to send or receive an e-mail? Well now you can!

We've installed an exciting new service to your account called SquirrelMail. It's a web-based e-mail program designed to work with any computer with an internet connection and web browser.

All you need to do is go to [www.yourdomain.com/webmail](http://www.yourdomain.com/webmail), enter your account username and password and you have access to e-mail away from home or the office!

The program is self-explanatory, allowing you to send, receive and save messages while you are away from your computer. It's perfect while away on vacation or busi-

ness!

If you need help or documentation with the program, please do not hesitate to contact us.

The username and password you will use is the same on as you use for your Web Control Panel. Please contact us if you have forgotten or misplaced this information

## Important Notice Regarding Domain Name Fraud



Your domain name is a very valuable asset for your business, and it is important that steps are taken to protect it.

It has come to our attention that there is fraudulent activity taking place from people and companies that attempt to steal or "hijack" domain names.

We also want to make you aware that some domain registrars are deceptively mailing notices to domain owners telling them their domain is expiring and scaring them into




renewing the registration with them. This is just a ploy to get you to switch over to them. If you receive one of the notices, DO NOT send any payment to a domain registrar, unless you are managing the domain on your own and you are familiar with the domain registration process. And please let us know *immediately* if anyone contacts you regarding your domain name.

### WHAT WE DO TO HELP...

We include the domain registration fee in all of hosting plans, and as your "administrative contact" for your domain, we are responsible for renewing (paying) and making any necessary changes to your domain. Registration.

We make every effort to protect your domain, and we place all domains we register in a "locked" status. This helps to prevent others who may have an interest in your domain to try to steal it away from you.

## Virus Prevention Tips

 The threat of viruses infecting our computers is a serious matter. Luckily, the steps for avoiding an infection on your equipment are relatively simple.

1. The first step in preventing infection is by **installing anti-virus software on your all your computers**. A good antivirus system will scan your machine regularly to clean it from any infected files. Some popular antivirus systems are *Norton Antivirus* and *McAfee*. It is advised to NOT connect to the Internet without AV protection.
2. **Update** your anti-virus software on a regular basis.
3. Use the Microsoft Update to ensure security patches are installed on your browser. Opening Inter Explorer, go to TOOLS and WINDOWS UPDATE and follow the instructions from there, or visit [www.windowsupdate.microsoft.com](http://www.windowsupdate.microsoft.com)
4. Be aware of 'reply' type e-mails, such as "RE: your details", "RE: your document", etc. These are most likely a virus. For information on current viruses, please see [www.mcafee.com](http://www.mcafee.com).
5. **WHEN IN DOUBT, THROW IT OUT!** Always use caution and do not open, download, or execute any suspicious files or email attachments. If the file was in fact legitimate, you can always ask the sender to resend it. Do not open any files attached to an email:
  - a. from an unknown, suspicious or untrustworthy source.
  - b. ending with: .exe, .com, .scr, .pif, .vbs.

- c. that you were not expecting to receive
  - d. unless you know what it is, even if it appears to come from a friend or someone you know. Some viruses can replicate themselves and spread through email.
  - e. if the subject line is questionable. When sending e-mail, use a subject that will not be detected as spam, and do not leave the subject line blank.
6. **Delete chain emails** and junk email. Do not forward or reply to any to them. These types of email are considered spam, which is unsolicited, intrusive mail that clogs up the network.
  7. **Use caution when downloading files** from the Internet. Ensure that the source is a legitimate and reputable one. Verify that an anti-virus program checks the files on the download site.
  6. **Back up** your files on a regular basis.



## Current Promotions!



We are now offering REFERRAL DISCOUNTS!

We will credit your account for \$100 for every new customer you refer to us. We are looking to increase our customer base and save *you* money at the same time. So if you know of anyone that be interested in getting a website for their business, let us know, and your rates will be reduced!


### PROMOTION RULES:

1. The customer you recommend must sign up with us for hosting and design services *and* remain with us for a minimum of one year.
2. The new customers annual renewal rate cannot be less than that of the referring customer.
3. Your total annual discounts may NOT exceed 50% of your renewal rate. For example, if your renewal rate is \$1000/YEAR, we can only discount 5 new customers (5 customers @ \$100 each) in any given year.
4. Your discount will be determined and taken upon your next renewal offer.

*This is an ongoing promotion, however we reserve the right to change or cancel this offer at anytime without prior notice.*

COMING NEXT ISSUE:  
Spam Prevention Tips

## Web Marketing Tips - Building Site Traffic OFFLINE

 Today, a website address is almost as common as a telephone number and can be very beneficial to gain more exposure for your business. While a good search engine representation is important to the success of your website, it is **extremely** important that you get your web address as visible as possible **offline** as well. Here are some tips and ideas of where to place your URL.

Everywhere you have your company name, your URL should be right there as well, without **any** exception. That includes **ALL print media** - business cards, letterheads and envelopes, brochures, postcards, newspapers and magazine ads, **outdoor adver-**

**tising** such as company vehicles and billboards, and even telephone pole ads. Don't forget **audio** as well - state your URL on your answering machine so people can look up your site if they cannot reach you by phone, and if you have a radio or even television commercial, it's a must to include it there also.

Include your URL if you give away **promotional** items such as T-shirts, key chains, coffee mugs, etc. How about **signage** such as vinyl banners, a sign on your front door and point of purchase materials. Don't forget **'paperwork'** type items such as sales receipts, register tape, proposals and contracts, and invoices and statements.

If you **write articles, newsletters** or whenever you send *press releases*, your URL should certainly be mentioned. Books, training manuals, instruction sheets, parts/product lists are also great places for your URL.

Keep in mind that people may not think of looking up your website until they are presented with your web address. SO once again, everywhere you have your company name, your URL should be right there as well, without **any** exception.

[www.njmetronet.com](http://www.njmetronet.com)!

# Small Biz Gets Up To Speed

By Robyn Greenspan, Jupiter Networks

Switching from dial-up to broadband Internet access improves productivity and efficiency in small organizations, but the telephone is the dominant business tool, according to a joint report from Covad Communications and Sprint, and conducted by Equation Research. The survey of nearly 500 representatives of companies with fewer than 100 employees found that respondents spent more time online than they did on the phone, yet more than half chose the telephone as the item their business couldn't function without.

Telephones are the primary communication tool for small businesses, while the Internet is viewed as an information resource. The small biz workforce has not yet become fully reliant on e-mail and online messaging for communication, since all of their business contacts are often more accessible by phone. Conference calls and cell phones are currently more popular than Webcasts and mobile messaging, particularly for small businesses, but a shift could occur as online communication applications continue to reach into the mainstream.

The majority of survey participants were

owners or partners (50.3 percent), with up to five employees (54 percent), and they were almost evenly split among dial-up, DSL and cable Internet access. The joint report found that small businesses are still in the early broadband adoption stage, with most survey participants indicating that they have had high-speed for only one to two years.

While the U.S. lags behind the rest of the world in DSL adoption — preferring to use the cable modem method for speed — American small businesses have embraced the second place broadband. A report from Probe Group is further evidence of the growing DSL demand among business, finding a growth spurt from 830,000 business lines in service at in 2003 to 1.5 million business customers by 2008. Revenues will skyrocket from \$964 million to \$1.9 billion, and small businesses will represent 85 percent of all lines by 2008.

Those that were considering a move to broadband cited among their reasons: outgrowing their dial-up (53.1 percent); increase efficiency (46.9 percent); spur productivity (30.6 percent); keep up with the

industry (24.4 percent); and cost savings (20.6 percent). These reasons are valid as nearly two-thirds of those who upgraded say that they increased workplace efficiency, more than half augmented employee productivity, and roughly one-quarter cited a reduction in overhead expenses. While just over 14 percent said that they expected the upgrade to broadband to enable online customer ordering, 22.3 percent indicated that high-speed access actually inspired online transactions.

Average Time Spent		
	Online	On Phone
Less than 1 hour	9.3%	20.3%
1 to 5 hours	31.6%	33.2%
3 to 5 hours	26.8%	30.6%
More than 5 hours	32.3%	15.9%
Source: Covad/Sprint/Equation Research		



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