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### Web hosting should be reliable AND AFFORDABLE

That's why we recently began to focus on discounted Annual and Semi-Annual Web Hosting Plans.

Start with our Basic Plan and upgrade easily when you need more features. To see the wide range of web hosting packages, visit [our Web Hosting Plans page](#).

## August 2004 Newsletter

Welcome to an extra special edition of the KDSI newsletter. We have a new look and have crammed this issue full of the latest news—New web browsers, search engine ideas, an update on Microsoft's new Service Pack 2, even an update on the response to the much anticipated release of Doom 3. Of course, you'll still find the same great tips and tricks for growing your business.

Let us know what you think of the new look!

We hope you find our monthly e-letter to be valuable for enhancing your Internet experience with KDSI. If however, you'd prefer not to receive these bulletins on a monthly basis, simply send us a message.

### —The KDSI Team

**Product Highlight**—Corporate E-mail

**What's New @ KDSI**—Search Engine Tools

**Industry News**—Have you tried Firefox? ; SPAM: Made in the good old USA; Virus Alert: Score One for the Good Guys; Doom 3 Met with Positive Reviews

**August Internet Tip**—Our Advice From Last Month Still Holds ... Sort of

### Product Highlight—Market Your Business with Corporate E-mail

Once you have a registered domain name, you can start utilizing it in your e-mail addresses (i.e. bob@companyname.com, sales@companyname.com, etc.). The service is called "Corporate e-mail." With our easy-to-use web-based control panel, you can manage your own e-mail accounts. It's like having your own mail server, without the hassles!

Other features include:

- Add/Edit/Delete e-mail Addresses
- Web Based e-mail Capability ... check mail anywhere from a web browser
- E-mail Forwarding
- Advanced Spam Filtering System
- Managed e-mailing Lists (i.e. staff, customers, newsletter, vendors, etc.)
- Unlimited e-mail Autoreponders (i.e. out-of-the-office notification, vacation notification, etc.)
- Unlimited e-mail Alias Accounts (i.e. Joe in the Sales Department may have a personal e-mail address of joe@domainname.com. But, his alias could be sales@domainname.com!)

*Also, remember it is VERY inexpensive to register a domain name through KDSI... only \$16.95 per year!*

### Put Google and Yahoo to Work For Your Business

Ever wonder how to market your business using the paid listings at the right side of the big internet search engines?

You can add a listing yourself, or contact KDSI for assistance in getting your ad campaign started. Here's how it works: Google, Yahoo and other search engine companies allow you to bid on the various keywords that visitors enter when visiting their sites. Each time a visitor types in your keyword, your ad gets displayed. If the visitor clicks on your ad, the search engine gets paid a "per-click" fee for sending the visitor to your web site.

What does it cost? That depends on a number of factors, most importantly, the competition for the keyword that you are bidding on. Popular terms, such as "real estate" or "new car models," are expensive. Less popular terms are usually less costly. Campaigns start at just 10 cents per click, but it's not unusual for sought after terms to go for as much as \$2 per click or more ... the keyword for one new popular SUV is more than \$70 per click.

The search engines can command such fees because of the traffic they can send to a web site. According to a report by Jupiter Research, advertisers will more than double spending on paid search to \$5.5 billion in 2009 from \$2.6 billion this year. Those are amazing numbers for a form of advertising that didn't exist a few years ago!

Businesses have been built entirely on paid search listings, but there's a lot to learn if you want to do it effectively. You need to decide which keywords to buy and which search engines to use, whether to zone your ads regionally or by country, etc. KDSI charges a reasonable consulting fee to assist with planning your ad campaign. It's money well spent to get the most out of your ad dollars. [Contact us](#) for more information.

## Industry News

### *Have you tried Firefox?*

Firefox is a FREE browser from the Mozilla foundation. End users and the press alike rave about the security features and user friendliness. Maximum PC called Firefox " ... nothing short of a revelatory experience," while Forbes raved that Microsoft itself finally has a worthy competing browser.

Some of the most popular security settings in Firefox are the ability to block annoying pop-ups and prevent spy ware from installing itself on your computer. All of this is set by default, meaning you do not have to configure Firefox to block spy ware.

If you want to try Firefox, go to the download page at <http://www.mozilla.org/products/firefox/> and click the download now button for the Windows operating system. Once you have Firefox up and running, you can go to an introduction to Firefox at [http://www.nidelven-it.no/articles/introduction\\_to\\_firefox](http://www.nidelven-it.no/articles/introduction_to_firefox) or the main documentation page at <http://texturizer.net/firefox/documentation.html>.

### *SPAM: Made in the good old USA*

Ever wonder where all of that annoying e-mail for mortgage loans and Viagra pills originates? It turns out that about 86% of spam originates in the USA, according to a study by CipherTrust.

The company analyzed mail at 1000 enterprises worldwide between May and July to come up with the number. Korea, China, Hong Kong and Canada were next on the list, but each accounted for only 2 to 3 percent.

When it comes to which IP addresses are being used by spammers, things even out a bit. Korea and U.S. IPs were used about 28% of the time, while China and Hong tallied a combined 23%.

Regardless of where the spam originates and which IPs are used to send it, one great way to protect yourself is KDSI's [spam-filtering service](#). Bruno protects you from most pornography and other annoying e-mail. Learn more about Bruno on the KDSI web site.

### *Virus Alert: Score One for the Good Guys*

A Minnesota high school student faces prison time for unleashing a variation of the Blaster virus last summer.

Jeffrey Parson, 19, of Hopkins, Minnesota, pleaded guilty Aug. 11 to one count of intentionally causing or attempting to cause damage to a protected computer. He will be sentenced Nov. 2 in U.S. District Court and prosecutors are recommending an 18- to 37-month sentence. The maximum penalty is 10 years in prison and a \$250,000 fine. Prosecutor Annette Hayes said Parson also may be asked to pay millions of dollars in restitution.

### *Doom 3 Met with Positive Reviews*

After four years in the making, the latest release of the wildly popular video game was released last week.

Fans hype Doom 3 as for being worth the wait. But some have criticized the id Software title for being too realistic and too violent. Students involved in the Columbine massacre were fans of earlier versions of Doom and other video games. Doomers say the criticism is unfair and that other games are much more realistic and violent.

Parents would do well to heed this advice from a Seattle Times reviewer: "It's rated M for mature, and is not for children, the faint of heart or Buddhist monks. But you're not killing cops or other humans. You're a Marine making your way through a labyrinthine Martian research facility, shooting assorted zombies and monsters (or chainsawing them) before they can hack, bite or blast you."

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### **August Internet Tip**—To Toggle or Not to Toggle

A member of the KDS Internet support staff writes .... "Sometimes when browsing the Internet, I need a quick way to better see a web page (or more of it). In other words, it is sometimes nice to view the web page in full-screen, without your browser tool bar showing. To view a web page in this way, simply press the "F11" key on your keyboard. To return to normal view, press "F11" again."

### **Remember Last Month's Tip: Our Advice Still Holds ... Sort of**

Remember last month when we told you one of the best ways to combat security problems was to stay current on the latest updates for your operation system?

That's still great advice, but there are a few things you should know about Microsoft's latest update for Windows XP. Service Pack 2 was released Aug. 6 to some manufacturers and will soon be available on the company's web site. It is a major overhaul of the operating system. It automatically implements a firewall for your internet connection and includes a Windows Security Center that monitors your system and other security software, such as McAfee or Norton, or Grisoft's AVG.

Weighing in at a hefty 80 MB download for most users, SP2 installs a bunch of new security features designed to protect your computer from e-mail viruses and various cyber attacks and other mischief. Microsoft

expects 100 million customers will download the upgrade over the next couple of months. But some major players are recommending on holding off, in part because the changes to XP are significant and need to be more fully tested. IBM, for example, has said it will delay implementing SP2 on its 400,000 desktops until in-depth testing is completed.

Our take on SP2? Most home users should be fine to upgrade. Just make sure you allow plenty of time to download. Over a broadband connection, you can expect the download to take at least 60 to 90 minutes. A dial-up connection will take much longer and you are probably better off ordering a CD from the Microsoft web site.

If you are using a third-party firewall and other security software, or if you are running specialized applications that are critical to your business, we recommend looking before you leap. Check with your business and security software providers to see what their take is on SP2. And don't forget to check out the SP2 page on Microsoft's site.

The good news is that Microsoft seems to be taking a more aggressive approach to combating the hackers who rejoice in attacking the Windows operating system. But it's a pleasure and pain thing ... these are big enough changes that it pays to be cautious.

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