

Domain Name Registration

We are members of Nominet UK and so can register the full range of **UK domain names**: .co.uk, .org.uk, .ltd.uk, .plc.uk, .net.uk, .me.uk, .ac.uk, etc. We are also resellers of **international domains** such as .com, .net, .org, .biz and .info. We are partners of CentralNic and so can register **alternate domains** including uk.com, uk.net, gb.com, eu.com and many more. We can also arrange registration of more exotic domains such as .tv, .am, .fm, .ws and .cc.

To check on available domain names go to our specialist domain name site www.kwikreg.co.uk and search for the name that interests you. We are always pleased to advise on the most appropriate **choice of domain** for you or your business.

Web Hosting and Email Services

All of our web servers are located in London Docklands in two data centres, Globalswitch and Telehouse Europe. These are two of the UK's best data centres and as well as being highly secure they also have multiple high speed connections to the internet providing unbeatable performance and extreme reliability. We **guarantee 99.9% uptime** for all of our email and hosting services.

We offer shared hosting plans starting **as low as £25** per annum for individual users. Our most popular plan for business users provides massive web space, broad functionality and 10 individual email accounts with server-side Anti-Spam and Anti-Virus for **just £100** per annum. Our large corporate hosting plans cater for all the needs of major corporations. We offer shared hosting on both Linux and Windows .NET servers. In addition we provide shared hosting for MySQL and SQLServer databases and shared SSL Secure Server space.

Extensive email facilities form part of all Hosting Plans. Our online control panel makes it very easy to **set up and manage your email** accounts with auto-responders, vacation messages and multiple addresses. Optionally we provide a server-side Anti-Spam and Anti-Virus resource that eliminates emails infected with viruses even before they reach your mailbox.

It can be difficult for the inexperienced user to decide what he or she requires. You are always welcome to **call us for advice** on choosing the right plan or for help in setting up the facilities. Unlike most service providers we do not charge for this service through a premium phone line, **our support is free**. The more expert user will find our technical support equally accessible for finding solutions to more complex requirements.

For larger users and those with special needs in terms of traffic volume or system security we also offer **virtual private servers, managed servers and server colocation**. A virtual server is essentially a segment of a shared server suitable for hosting multiple web sites with access to many root functions of the server. Managed hosting is where we supply a server to your specification for your sole use and manage all technical issues for you. Colocation is where you buy space and connectivity within our data centre, to house servers you supply administered by your own technical staff.

Full details of our hosting services can be found at our specialist hosting site www.hostengine.co.uk. Alternatively call us for help in picking the most appropriate plan to meet your needs.

Connectivity

We provide a complete range of **low cost dial up and broadband** internet connections. We also supply high performance SDSL and leased line services for the heavy user. For details of the service please visit www.nsconnect.co.uk.

Video and Audio Streaming

The availability of multimedia content on the internet is increasing rapidly and NetSecrets are at the forefront of these developments. Our service falls into 2 main areas, **live streaming** and **on demand** archive streaming.

Live streaming can be the broadcast of a horse race, an auction, a rock concert, a wedding or an annual general meeting, live on the internet. It can be a TV or radio channel running 24/7 or a brief one-off event. We can simply provide the connection from the event to the internet at large or we can arrange camera crews and production units. **On demand streaming** is where a file containing video or audio content is stored on our servers ready to be viewed by anyone clicking on a link to that file on the owner's web site. This can be a sample track for an up-and-coming singer, a demonstration of how a machine tool works, highlights of a live event or a promotional video promoting your business.

Full details can be seen at www.planetstream.net, or call us for a detailed explanation of the options available.

Contact Details

NetSecrets Ltd
Unit 25 Stockwood Business Park, Stockwood, Worcestershire B96 6SX
tel: 01386 792972 fax: 01386 792154
general email: info@netsecrets.co.uk main website: www.netsecrets.co.uk

Web Design

We design and build **great looking web sites**, with clients ranging from the small guesthouse looking for new visitors to the multinational selling their wares online. We are however very untypical among web designers in that we care more about *your* business than about *our* design skills. Our priority is to build a site that will **gain high search rankings** to bring you visitors and provide easy navigation so the visitors can find what they want.

It is sad but true that most web designers have little knowledge of **how search engines work** and even less of how to lead your visitor into making the enquiry or placing the order that makes your web site a profitable channel for business. So most web site owners end up with something that looks great (but maybe a bit too flashy) but which is **invisible in the search engines**.

Before we start work on your site we make sure we understand enough about your business for us to make the site relevant to your business. Once the structure is right we can then introduce graphical elements, video content and Flash animations to brighten the site but never at the expense of the **commercial objectives**.

We use Macromedia Dreamweaver to build the sites, Adobe PhotoShop for graphics and Macromedia Flash for animations. We have programming skills in php and ASP used in conjunction with MySQL and SequelServer databases. These we use to produce data management and e-commerce facilities for web sites.

Web Site Promotion

With very few exceptions there is no point having a web site **if it can't be found** in search engines by its potential clients. It's like paying for a wonderful poster to promote your business and then putting it up in your loft!

Many factors determine why one site is at the top of the searches and another isn't. Many of these reasons are not obvious, several are illogical and **some are just plain unfair**. This means if you don't know the answers you can't guess them! Many apparently good looking websites get nowhere because their designer broke these unwritten, unfair, illogical rules by wrongly assuming the rules were fair and logical and "guessable"!

We know exactly how to design, build, structure, publish and announce web sites in the manner most likely to get them well ranked for the phrases that are relevant to them. It's hard work and so not cheap but will lead to a **successful online business**.

The main services we offer are **search engine optimisation**, where we identify those keywords and phrases, relevant to the site, which carry the most traffic and build them into the areas the search engines view most closely; **search engine submission**, where we submit your site to the search engines in the most appropriate way, at the most appropriate time and report back regularly to show the progress, and; **paid promotion**, where we set up "pay-per-click" and "paid inclusion" programmes to bring you additional traffic at low cost per visitor from paid sources such as Google AdWords, Overture and many others.

Successful web site promotion **transforms the business** and the life of the business owner. Many people are desperate to believe the "get rich quick" scams that litter the internet but of course they don't work! "*Top of 50% of search engines within 7 days or your money back!*". It is of course a scam, a total con-trick and logically how could it be anything else? But substantial success can be achieved by a good business with great products and people, investing a sensible but not pain-free sum in promotion, working very hard but not for such a long time. "Get quite rich pretty quickly if you put the effort in!" might be our motto.

SMS Text Messaging Online

Our sister company Fast SMS provides a full range of services based on the transmission of **text messages between PC's and mobile phones** using the internet.

This most modern of communication methods is transforming our way of living and working. Texting is no longer just for kids, it is a **reliable** and above all **instant** means of communicating.

At its most basic our service lets you **send a text message from your PC to one or mobile devices** almost as if you were sending an email. You can add a plug-in to MS Outlook or Outlook Express to compose and send messages, use a web-based interface similar to HotMail to do the same, or build SMS functionality into your own databases and web sites. You can associate a reply number with your account so that replies to your text message can be received in your email account or in your Fast SMS Inbox.

Typically it is used to **keep in touch** with field engineers and sales staff; replace pagers for notifying incidents to rescue teams; inform subscribers of premium information – football scores, weather alerts, etc.

In the world of corporate communication the same technology is the basis of **text voting** in reality TV shows; cell phone **gambling, quizzes and competitions** and even as a means of taking **micro-payments** for low cost services.

For full details please go to: www.fastsms.co.uk and www.fastmms.co.uk

Whatever your interest please remember we want to talk to you, our advice is free and impartial and we will not try the "hard sell". Our philosophy is "givers gain" – if we give you valuable information for free, no strings attached, you will most likely give us your business AND tell your friends and colleagues about us.