

Welcome to October 2011 MCN Newsletter. We've dedicated our October newsletter to our website and domain customers. If you're receiving this, we have you on file as the contact for an account with a website, domain service, or domain registration here at MCN. We wanted to share the latest information regarding websites and domains with you.

New Products --SiteLock and Truste-- MCN is pleased to offer two new products to our customers.

1. SiteLock is a website scanning service that for \$49.95 a year will do a deep 360 degree scan for a website of up to 500 pages and report directly to you if any problems are found with your website. In addition, you'll get to display a small SiteLock &quot;Passed&quot; image on your website that lets your customers know that you take security seriously. SiteLock plans are available for smaller and larger websites as well. More information at <http://www.mcn.org/extras/sitelock>

2. TrustE is an industry leader in website privacy policy creation and protection. For \$30 a year Truste will help you create and make available to everyone using your MCN hosted website an industry compliant privacy policy. For \$129.95 per year Truste will also provide a privacy seal you can display on your MCN hosted website and monitor it for privacy threats that would otherwise go unnoticed. This service is ideal for anyone doing e-commerce who wants to ensure visitors to their website that they take privacy seriously. More information, including a short video on the product at <http://www.mcn.org/extras/sitelock>

3. goMobi Websites: The use of mobile device like smartphones and tablets like the iPad are exploding. But users of these devices have different needs than those using laptop or desktop computers. For just \$5.99 a month, MCN can give you a mobile device based website that is the perfect compliment to your regular website and will drive traffic to your business. To learn more, visit our goMobi information page at <http://www.mcn.org/web/gomobi.html> or check out our goMobi website at <http://mobi.mcn.org> with your smartphone, tablet or desktop/laptop computer.

4. PHP 5.3: We've mentioned this before, but MCN now offers PHP 5.3 for any customer website that needs it. If you are interested in getting PHP 5.3 just let us know and we can work with you or your web designer to implement PHP 5.3.

5. Expanded Top Level Domains: Beginning in 2012 ICANN, the worldwide governing body for domain names will be rapidly expanding the number of suffixes for domain names. While we're all familiar with .com, .net, and .org, we are looking at the potential for hundreds of these extensions, known as top level domains (TLD's), to come on the market in the next one to two years. ICANN is accepting applications for these in just 90 days. As we learn more about this process, we'll be sharing that information with you. In the mean time, ICANN has prepared

a video on the subject which can be viewed at

<http://newgtlds.icann.org/announcements-and-media/video/overview-en>

6. Domain price increases in January: The entities controlling the prices of domain names have informed us that they will be raising wholesale prices in January of 2012. We have no choice but to pass these along to our customers. We'll be making an announcement in late November about the details of the price increases and which domains will be affected

7. Adult Entertainment Services Domain Blocks: A new top level domain, .xxx, has come on the market in the past month or so. While, as you might expect, MCN is not interested in selling these domains for adult entertainment services, we may be able to help you put a block on the .xxx version of your domain name so that it is not used by the adult entertainment industry. Through the first part of December, there are some requirements around trademarks, and in general the costs are much higher (\$80 to \$160 per year based on when you register), but if you are interested in trying to obtain a .xxx block, please feel free to contact me.

8. Our Domain Renewal Policy: Just a reminder that our default policy here at MCN, unlike a lot of the big domain companies, is to renew your domain name unless we hear from you in writing that you want to give it up. We feel this gives you peace of mind and provides a better customer experience rather than the problems that could result from a lost domain name because you failed to respond to an e-mail. However, it does put the responsibility on you to cancel domains that you no longer need. So please contact our domain department in writing at [domain@mcn.org](mailto:domain@mcn.org) if you no longer wish to renew your domain registration

9. Domains are Business and Personal Assets: We've run into a handful of situations lately where changes in business or personal relationships have caused a dispute about domain name possession. We strongly recommend that the domain be registered in the name of the owner of the domain--the registrant of a domain name is the legal owner of the domain name. Please remember that domain names are just like any other asset. If you end up trying to resolve a dispute involving a domain name, we'll need legal paperwork to show that you are entitled to be the rightful owner of the domain. Likewise, if you'll be transferring assets to another party, and your domain name is one of them, please contact the domain department at [domain@mcn.org](mailto:domain@mcn.org) and inform us of what changes need to be made for smooth transition of ownership.

10. Let us Help You with Domain Names: We have two full time staff here at MCN dedicated to your domain names. Please feel free to contact them at [domain@mcn.org](mailto:domain@mcn.org) or by calling MCN at 937-1444 or (800) 796-3896 if we can provide you assistance with your domain names. We've included links to product and technical information in this newsletter. If you want to verify that these are valid, please go to the MCN home page and this newsletter is

prominently displayed there. As always, we appreciate your business and your continued support of MCN. Mitch

As always, thank you for your support and for choosing MCN as your Internet Service Provider. We appreciate your support.

Mitch

Get your website ready for mobile phone users with an MCN goMobi website <http://www.mcn.org/extras/gomobi>

Mendocino Community Network

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