

# GOLDMINE!

## Frequent Questions

### 1). How can my site become searchable in online search engines like Google, Bing, Yahoo...?

**Answer** - Goldmine has several ways to increase online awareness for your website. By programming relevant code, keywords, and phrases into your website's pages, your website will attain higher search result status within a short time once your business is officially online. Goldmine can also program short descriptions into your pages that will appear underneath links to your website when found through an online search.

### 2). What factors determine how a website is ranked at the top of an online search result?

**Answer** - Relevant content and web traffic are the two driving factors that increase page rankings in search engines. When online users type words and phrases into search engines, the page results are ranked in order of relevance based on the user's search criteria. Search engines will find a website more relevant when the site's content closely matches the search criteria. Web traffic is also an influential factor in achieving higher page rankings in search results. As a website receives more visitors, this usually means the site is doing a good job providing information to its users. These websites that have a strong combination of content and web traffic will be the top-ranked results in online searches.

### 3). How long do search engines need to display a website in search results once it's officially launched online?

**Answer** - Search engines are displaying information from newly-launched websites much quicker in recent years. In most instances, snippet text underneath a website's main link appears within a few days from the website's launch date. Large engines like Google and Yahoo search the Web for updated information on a daily basis, so depending on these timelines, a new website could be cataloged within a few weeks or the process could take several months.

### 4). Should I provide a link to an email address on my website?

**Answer** - When linking an email address inside a webpage, the address has to be programmed into the code of the page. Computer hackers and spammers have software that searches the Web for typed email address characteristics. By including email links within the code of a website, hackers and spammers have access to these programmed addresses to begin sending viruses and offensive content on a daily basis. Always use caution when opening an email from someone unfamiliar, and ask Goldmine for other ways to list your email address on your website without having to program the address into the code of your site.

### 5). How do I check the email accounts for my domain name?

**Answer** - If you chose to have an email account using your domain name, simply type the following line into your web browser (be sure to replace 'yourdomain.com' with your actual web address).

[www.yourdomain.com/webmail](http://www.yourdomain.com/webmail)

You will be prompted to log-in through a pop-up window. Use the email account as the username, type your password, and you will be directed to a page with three Inbox-viewing options (Horde Mail, Squirrel Mail, and Cube Mail). Feel free to choose any of the three viewing options. If you chose to click the 'Horde Mail' link, you will be prompted to click a 'Log-In' button. This will bring you to the main page where you can click the 'Mail' link to view your account's Inbox.

### 6). How do I pay a balance online or view my website's design progress?

**Answer** - You would need to log into Goldmine's website using the 'Client Access' link below the Goldmine banner. Type your unique username and password into the page that appears, and click the 'Submit' button. If successful, you will be directed to your client page within Goldmine's website where you can view the progress of your site or pay any current balances on your account.

# GOLDMINE!

## Frequent Questions *(continued)*

### **7). Is Goldmine's design balance due every year?**

**Answer** - No, the initial website design charges are a one-time expense. The only recurring charge you are responsible for beyond the initial design expenses is the web hosting fee.

### **8). What is web hosting? How does Goldmine charge for this expense?**

**Answer** - Web hosting is the service of maintaining a website's file structure on a secure server that gives visitors online access to information and content over the Web using a specific domain. A hosting account also includes the creation of and access to email addresses specific to the website's domain name. Goldmine bills for web hosting in 12-month periods starting the month of the website's official launch. The amount due is based on a sliding scale determined by the number of requested email accounts and the website's monthly bandwidth usage.

### **9). How is a hosting account's bandwidth usage determined?**

**Answer** - Bandwidth is a measurement of the amount of traffic a website receives over a given amount of time. As a website receives more visitors, the site transfers an increased amount of bandwidth. Every time a page is viewed by an online user, the files that make-up the page are accessed by the server, and their respective file sizes are added to the website's monthly bandwidth allowance. So, the larger the files used to create a website, the more bandwidth is necessary to keep the website active.

For example, Goldmine launched a ten-page website with a total file structure of 5 MB (megabytes) in January. If this website only had one visitor in January, and this user viewed each page of the website once, this website would have only transferred five (5) megabytes of bandwidth for January. If in February, the website's traffic increased to four visitors viewing every page of the website once, the website would have transferred twenty (20) megabytes of bandwidth for the month.

Most websites Goldmine creates are designed to allow up to 1,000 visitors per month without having to escalate the client's hosting account beyond the standard bandwidth usage. Clients can view their website's usage statistics over the past twelve months by logging into their account through Goldmine's website.

### **10). What equipment is Goldmine's Host Server Network (HSN) outfitted with?**

**Answer** - Goldmine goes to great lengths to provide our clients with reliable and dependable web hosting. Goldmine's Host Server Network (HSN) is built on leading technology from the industry's most trusted names to ensure the most secure and reliable hosting network has been established for our clients. Equipped with Cisco GSR 12000 Class routers and Dell Dual Intel XEON servers (10,000 RPM SCSI drives and 4 Gigs of DDR ECC RAM), Goldmine's HSN handles over 35,000 accounts and guarantees a monthly uptime of 99.998%, a service-level guarantee unmatched in the industry.

### **11). Is Goldmine's HSN environment secure?**

**Answer** - Goldmine's data center is a fortified and secure facility dedicated to maintaining our client's online status and mission-critical information. Our server rooms are climate-controlled to provide the ideal hosting environment and are backed-up by substantial battery power should Goldmine's HSN experience a power failure. With the preemptive measures in place to safeguard against power failures and network malfunction, network technicians inside the data center are alerted within thirty seconds of any server going offline. HSN administrators also monitor the functionality of the facility's smoke detectors, sprinkler systems, generators, UPS units, and other preventative measures to ensure the secure environment Goldmine provides.

Goldmine's HSN is always on guard against potential threats to the integrity of the network and the preservation of your information. Our data center is outfitted with a state-of-the-art surveillance system manned 24 hours a day, seven days a week. Data residing on our servers is continually backed-up and protected with the most current anti-virus and operating system updates.