

# May Newsletter

## Newsletters

This is the fourth newsletter to the customers of Cobourg Internet. Remember, you can see previous newsletters and any documents referenced here.

[[www.cobourginternet.com/webnewsletters.htm](http://www.cobourginternet.com/webnewsletters.htm) ]

## Site Statistics

Most site owners want to know how many people are looking at their site. Most sites managed by Cobourg Internet use hosting by Blue Host and have excellent statistics available on their C-Panel. First access C-Panel using info available here: [www.cobourginternet.com/webnewsletters.htm](http://www.cobourginternet.com/webnewsletters.htm) (you'll need your site user name and password) – this was covered in the March edition of this newsletter. But then, when you see the stats on the number of visitors, you'll want to know what they mean:

**Unique visitors** – means how many separate people in a month

**Visitors** – means how many people in a month

**Pages** – means how many pages viewed – if pages viewed is twice as big as visitors, then every visitor averaged 2 pages viewed each.

**Hits** - counts the number of separate items – each page could have many items – every picture is a separate item

The key metric is **Visitors**.

## Mailing

Email is a good way to send your customers reminders about your business or web site. But there are some things to watch.

1. The recipient's ISP (especially sympatico) may prevent them receiving emails sent in a batch. One solution is below although that does not always solve the problem.
2. Your email host will limit how many emails you can send per hour. Cobourg Internet customers using Blue Host will be limited to 50 per hour unless they ask permission for more – then the limit will be about 200. For comparison, Sympatico and Cogeco do the same thing but the number of their limit is not known – it's probably about 100. One solution is to send emails in smaller batches.

If you still want to send large emailings, you should ask for PHPList to be set up on your site. [This email uses that program]. You can operate it yourself although you need to be fairly familiar with computers! If your list is more than about 170, it will be set up to automatically send in batches. Each email is sent individually so recipients do not see other addresses, users can "opt out", you can add custom info to emails (e.g. their name) and because emails are sent one at a time, it may get past Sympatico's block.

## Email while away from Home

To pick up emails from a computer that's not yours – e.g. a friend's or one at a hotel or at a business you are visiting, you need to access **webmail**. Services like Gmail, Yahoo!mail or Hotmail are web mail only – that is, they only work as web mail. If you have email set up on your account set up by Cobourg Internet, you have both. To access your web mail, you can access your cpanel (see March **newsletter here** [www.cobourginternet.com/webnewsletters.htm](http://www.cobourginternet.com/webnewsletters.htm) ]) or you can go directly to webmail as follows.

Go to your site but add :2095 on the end. For example, Cobourg internet would be [www.cobourginternet.com:2095](http://www.cobourginternet.com:2095) When you press enter, it will ask for your login info. This is your *email address* (e.g. [john@cobourginternet.com](mailto:john@cobourginternet.com)) and your *email password*. Note that this only works if you have an actual account – it won't work for forwarded mail. Once you've logged in, you can manage your email account including accessing webmail. Click *Read mail using Squirrel mail* to access web mail You can then see all your emails, click them for details, reply etc. If you want to initiate emails, you'll need the email addresses – but once saved on-line they will be there for next time. So next time you go on the road, remember to take your password with you!

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